LIFE

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20 CENTS

OCTOBER 31, 1955

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for teeth that must last for 68 years

Protect your child's teeth with the tooth paste that destroys decay bacteria best*

When those new teeth and their mates arrive, they face a lifetime of dangers.

And here's a shocker: the average child loses one or more of his second teeth—his *permanent* teeth—while still in his teens.

*Fortunately, new Ipana with WD-9 is made especially to help you keep your children's teeth sound and healthy. It destroys tooth-decay bacteria measurably better than any other leading tooth paste . . . *including fluoride tooth paste.*

Teeth get remarkable protection with new Ipana because of the decay-fighting ingredient called WD-9. In Ipana's special formula, it works even in spaces too tiny for the tooth brush to reach.

Why not start today to help keep your family's teeth sound and healthy—with the dentifrice that destroys decay bacteria better than any other leading tooth paste? New-formula Ipana with WD-9.

P.S. Because regular brushing is best, you'll be glad Ipana now has a fresh, new, minty flavor that coaxes kids and grown-ups to brush.



Ipana A/C Tooth Paste (Ammoniated Chlorophyll) also contains bacteria destroyer WD-9 (Sodium Lauryl Sulfate)



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New-Formula IPANA® with WD-9

destroys decay bacteria better than any other leading tooth paste

LIFE is published weekly by TIME Inc., 540 N. Michigan Ave., Chicago 11, Ill. Printed in U. S. A. Entered as second-class matter November 16, 1936 at the Postoffice at Chicago, Ill. under the act of March 3, 1879. Authorized by Post Office Department, Ottawa, Canada, as second-class matter. Subscriptions $6.75 a year in U. S. A.; $7.25 in Canada.

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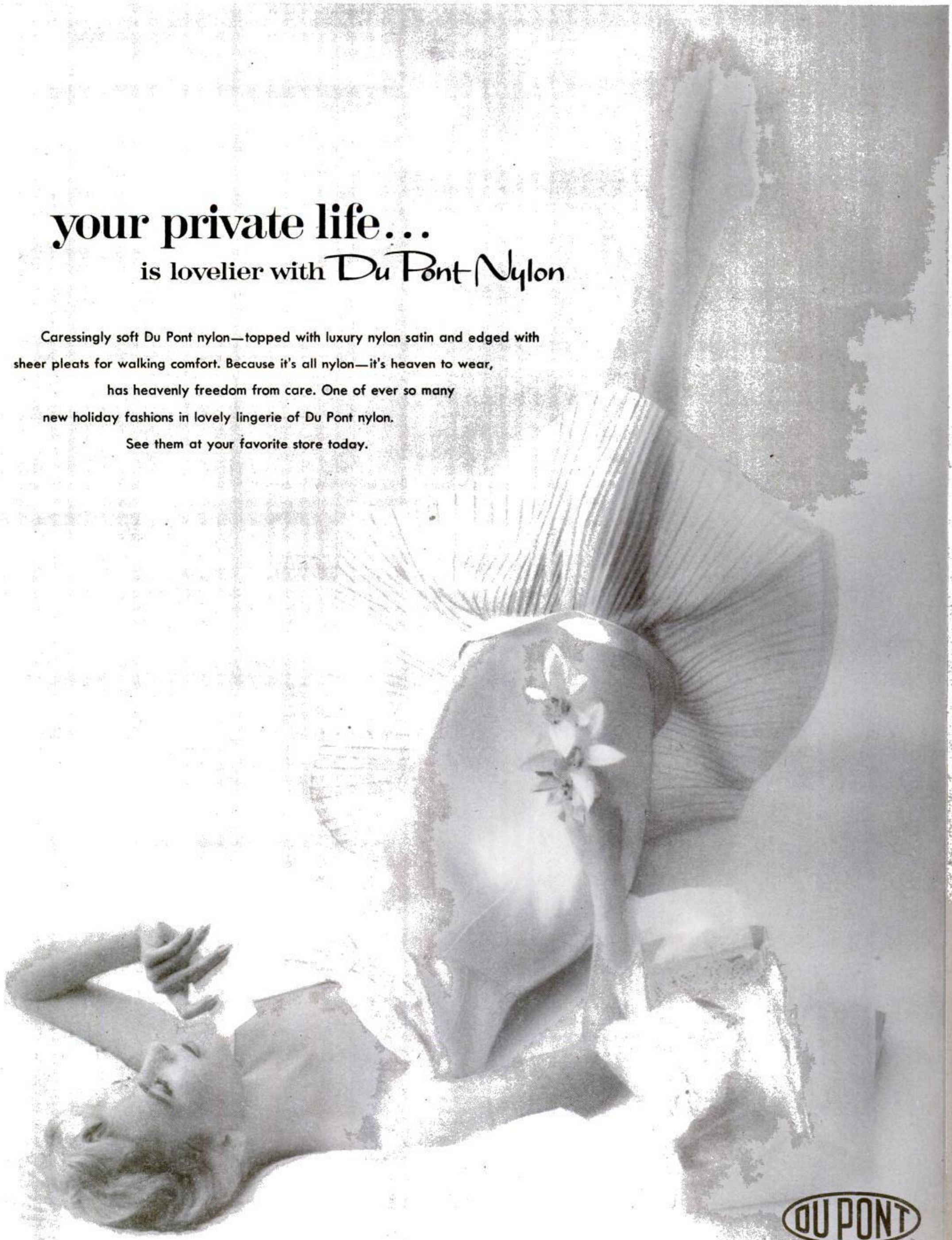


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$50,000.00

VOTE! HELP ELECT BLUE BONNET SUE'S

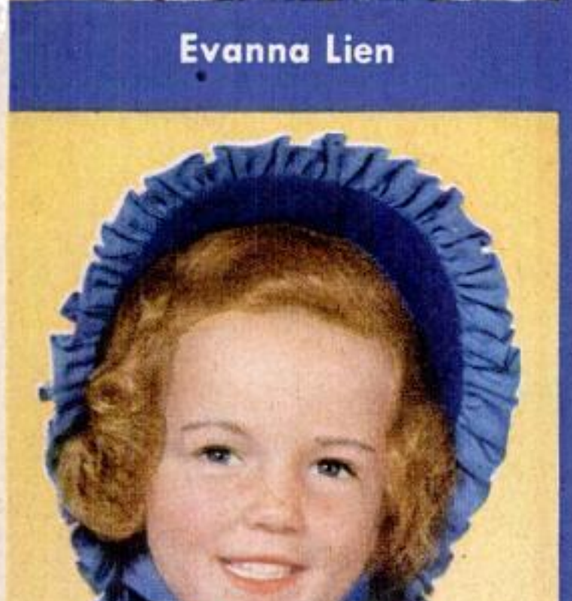
Little Sister 1956



Evanna Lien



Sharon Giordano



Pat Boylan



Robin Charney

(The little girl you elect will receive a $5,000.00 Education Prize.)

EVERY VOTER HAS A CHANCE TO WIN

FIRST PRIZE $10,000.00

SECOND PRIZE	$5,000.00
THIRD PRIZE	2,000.00
FOURTH PRIZE	1,000.00
15 Prizes	$500.00 each
25 Prizes	100.00 each
50 Prizes	50.00 each
100 Prizes	25.00 each
500 Prizes	10.00 each
2400 Prizes	5.00 each

No Sentence To Write! No Jingle To Complete! Nothing To Buy! Vote As Often As You Wish!

Vote for one of the four little girls pictured here by checking her name on the convenient BALLOT below. Or use your own piece of paper, making a reasonable copy of this BALLOT. Additional ballots are available on displays at your food store, and every special BLUE BONNET Margarine package contains an insert with handy ballot and complete instructions to help you win.

Important Note: ***All ballots must be filled out in your own original handwriting.*** They will not be considered if typewritten, mimeographed or set in type.

Enclose your ballot in an envelope and mail before midnight, December 12th, to: **BLUE BONNET SUE, P. O. BOX 2B, MOUNT VERNON, N.Y.**

Be sure to affix adequate postage.

Your Ballot May Win $10,000.00 First Prize!

Here's how: After votes have been counted, ballots will be drawn for cash prizes as listed above.

VOTE AS MANY TIMES AS YOU WISH—each ballot gives you another chance to win. Any person in continental United States and its territories is eligible, except employees of Standard Brands Incorporated, and its subsidiaries and affiliates, its advertising agencies and members of their immediate families. Ballots will be counted and drawing will be conducted by The Reuben H. Donnelley Corporation. Winners of cash prizes will be notified by mail approximately one month following close of voting. Only one prize to each family. Contest subject to Federal, State and local regulations.

Use Ballot Below Or, Easier Still, Use Helpful Ballot Inside Every Special Package of Blue Bonnet Margarine.

LIKE NO OTHER MARGARINE!

No other margarine gives you BLUE BONNET's *sunny-sweet flavor* plus *vitamin-rich nutrition*. Now wrapped in Golden Foil to seal this golden goodness in, BLUE BONNET is better than ever for FLAVOR, for FRESHNESS, and NUTRITION. Insist on the best for *your* family . . . get BLUE BONNET.



ADDITIONAL BALLOT with complete, helpful instructions, in each of these special packages now at your food store.

BALLOT

☐ *Evanna Lien* ☐ *Sharon Giordano*

☐ *Pat Boylan* ☐ *Robin Charney*

CHECK ONE of the names above to be BLUE BONNET SUE's LITTLE SISTER 1956. Mail ballot to:

BLUE BONNET SUE, P. O. BOX 2B, MOUNT VERNON, N. Y.

YOUR NAME_____

STREET ADDRESS_____

CITY_____ ZONE_____ STATE_____

Voting closes midnight, December 12, 1955.

Blue Bonnet MARGARINE

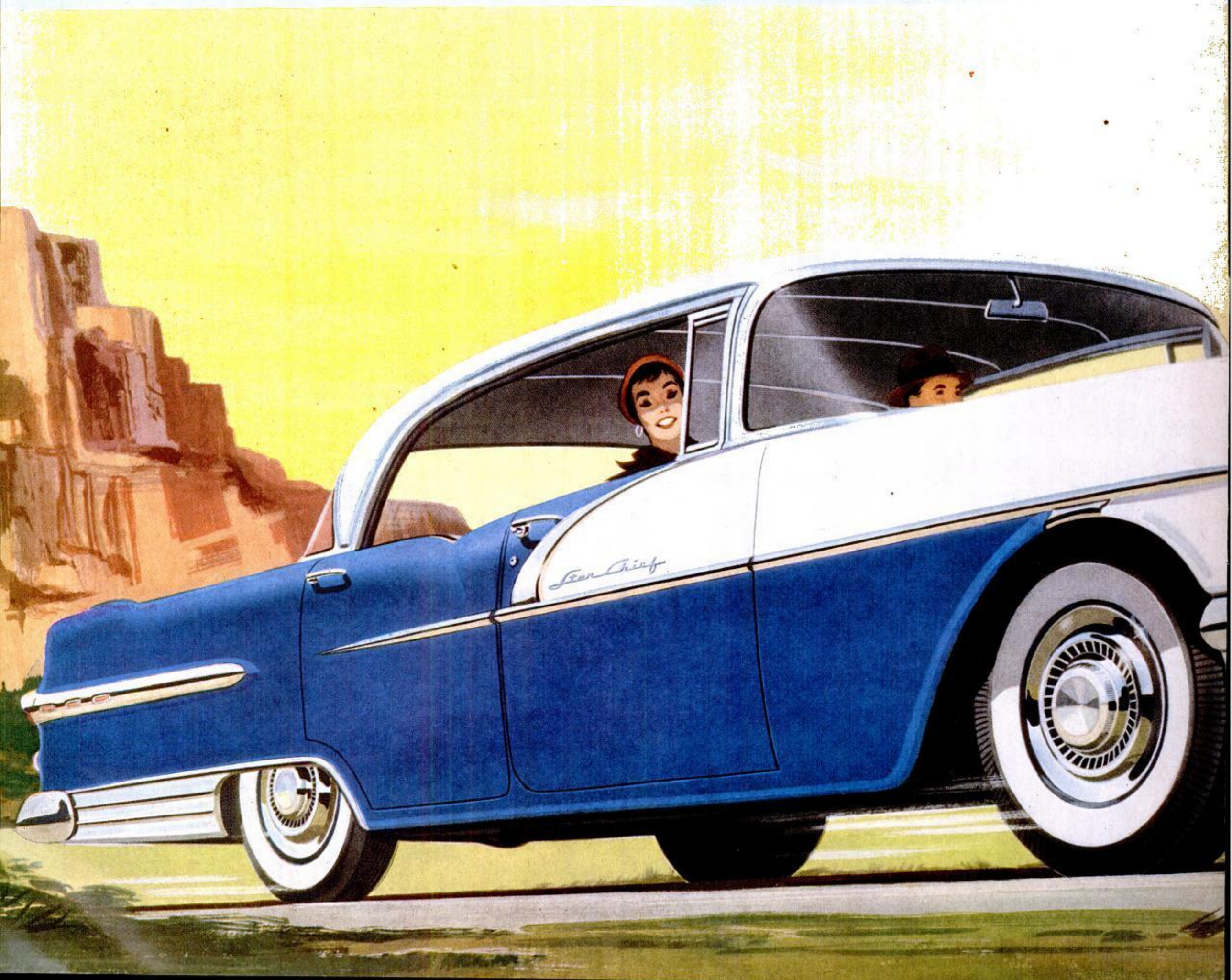


In the West, look for this shape package now wrapped in GOLDEN FOIL.

This One
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Fabulous '56 Pontiac
Vital General Motors

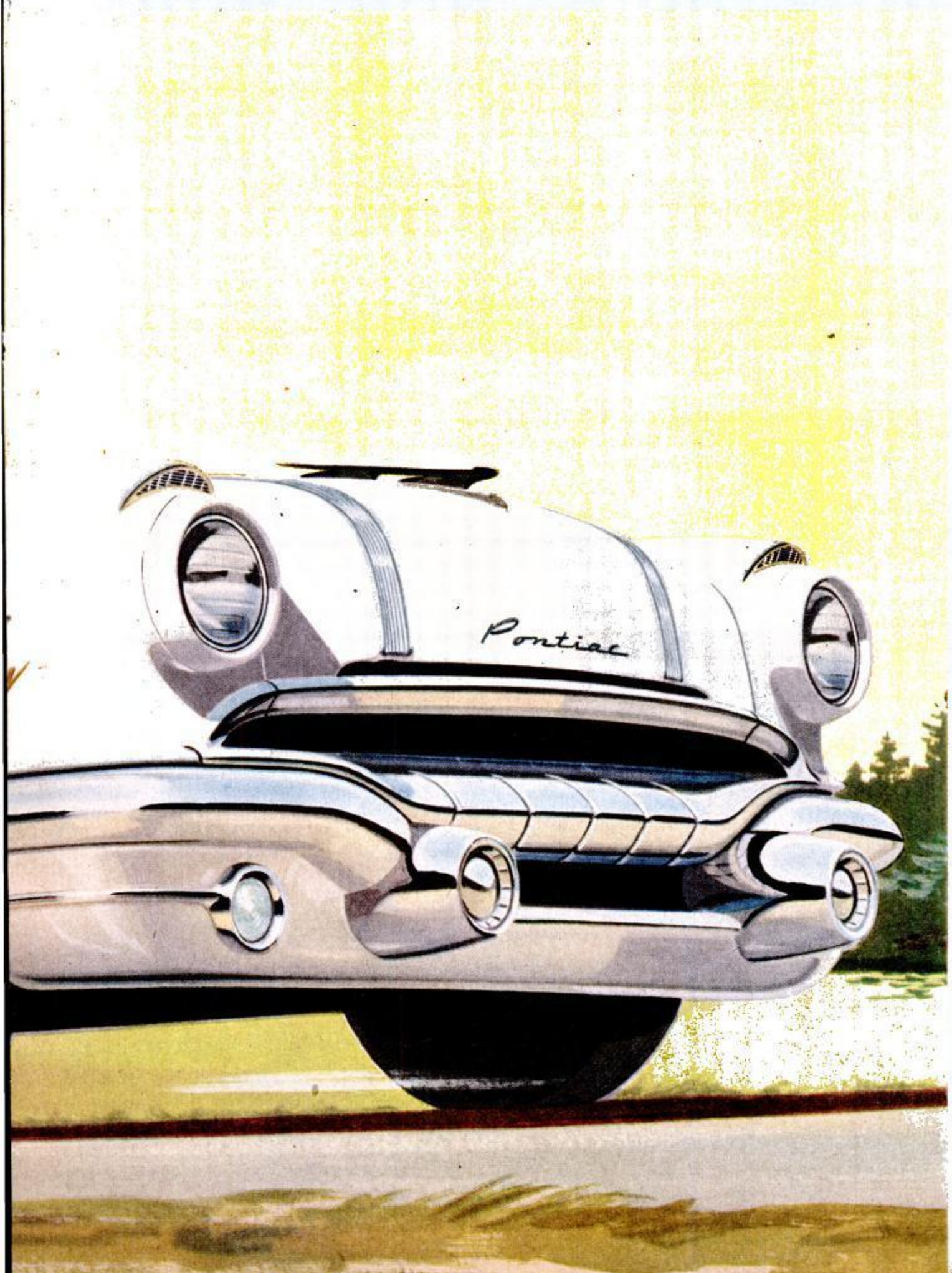
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WITH PONTIAC'S 227-H.P. STRATO-STREAK V-8

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Here is high fashion at its haughtiest! The shimmering beauty of new colors and luxury fabrics. The touch of tomorrow in jet-styled adornments front and rear. Long, low lines as clean and *right* as the conformation of a race horse.

But the surprise for your eyes is nothing at all to what greets you at the wheel!

Here is performance as hot as gasoline can get. Tremendous new drive at take-off. Startling new sharpness to response. New vigor and dash at every speed. *Ease of action that was never yours before.*

It sets you wondering how machinery can be so satin-smooth . . . so gloriously alive.

It's teamwork that does it—the inspired coupling of General Motors' super-smooth new Hydra-Matic and Pontiac's new high-horsepower Strato-Streak V-8. *Literally, magic has come to motoring.*

You'll be *hearing* plenty about this one—that's a certainty! But why settle for secondhand thrills? Come in—see the fabulous '56 Pontiac, drive it—and let your heart lift to the greatest "go" on wheels!

**An extra cost option.*

SEE YOUR NEAREST PONTIAC DEALER

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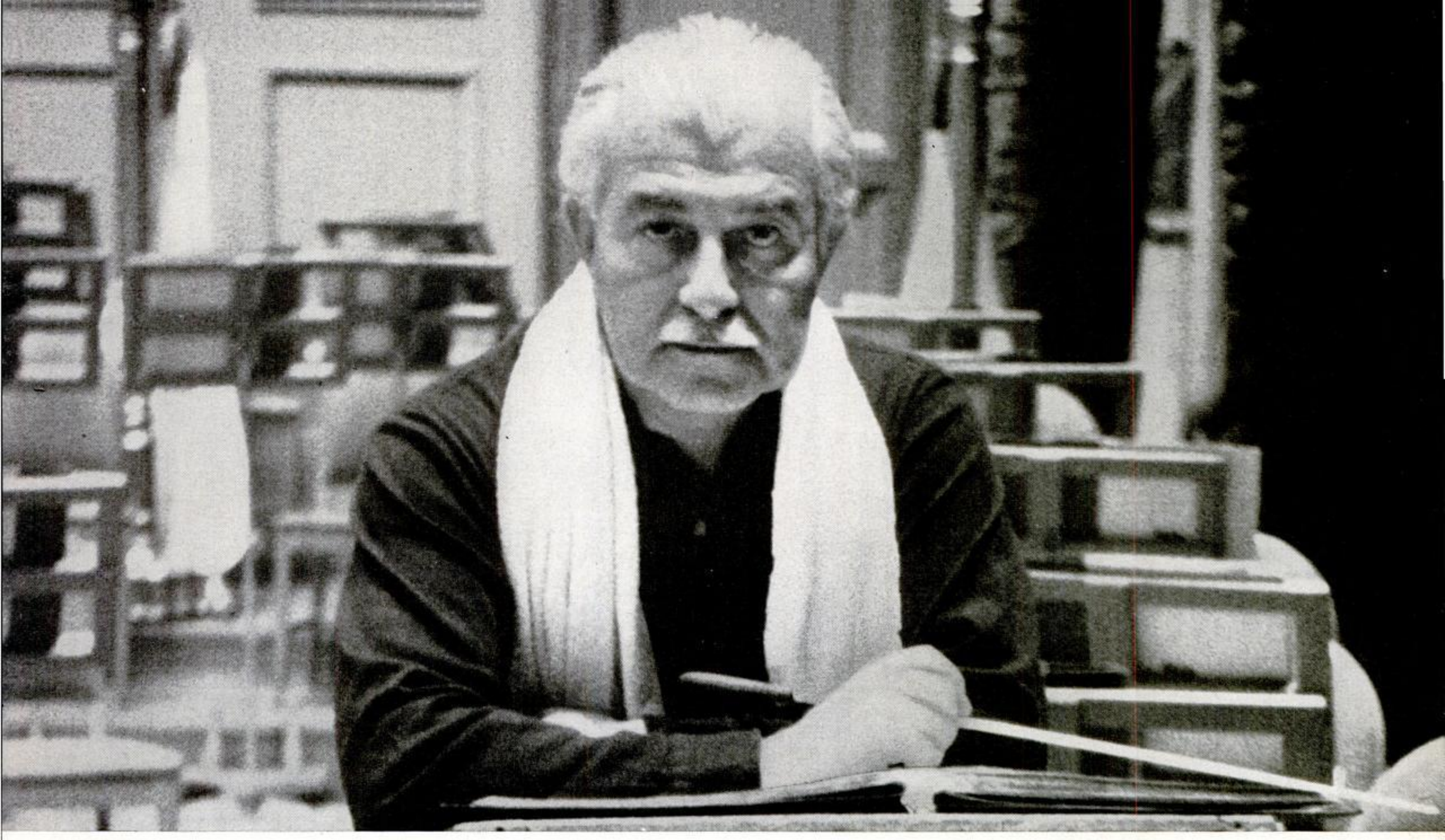


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Arthur Fiedler conducted month-long test of Thom McAn shoes–now records his findings

Personal notes by Boston Pops Orchestra conductor on Thom McAn looks and fit

Fiedler's report, in his own words:

WHEN I was asked to join the Thom McAn Shoe Jury, I was rather reluctant at first. I had never had any intimate acquaintance with Thom McAns or with any other shoes in this low-price category.

I didn't believe shoes at $7.95 to $10.95 should even be considered if one had the wherewithal to buy expensive footwear.

As a matter of fact, I have always had my shoes made to order – with my own last, etc. At thirty dollars or more a pair.

What, then, overcame my reluctance, and made me agree to try out Thom McAns?

Charity comes first

First, Thom McAn's promise of a contribution on my behalf to one of my favorite charities – the American Heart Association.

Second, the assurance by Thom McAn that they really wanted me to say *exactly what I thought.*

When I went to one of Thom McAn's stores, I was first impressed with the surprising number of styles and their fine appearance. I don't know too much about the quality of leather, but what I saw looked good to me. And *felt* good.

I fit my first Thom McAns

The great moment came with my fitting. I was pleasantly surprised to notice that, after experimenting with several pairs, I was "fittable." And a lot more than that. I had new shoes that I was actually impatient to start wearing.

Now, after several weeks of wear, I find these selections sturdy and – most of all – *comfortable.*

My friends' reactions—and surprise

As to their looks, I have had some amusement by asking my friends, "How do you like my Thom McAn shoes?" The usual answer has been, "You're just fooling. Are those shoes *really* Thom McAns?" My reply, "That's what they are," quite staggered them.

For their good appearance, value and comfort, Thom McAns have my hearty approval.

Arthur Fiedler

Arthur Fiedler selected from new Thom McAns like these: left—black, tasseled slip-on shoe, on heel hugging last, **$7.95**; right—classic seamless front in genuine Shell Cordovan. Extraordinary value at **$10.95.**





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Wear Thom McAns one week at our expense

Men! Come to your Thom McAn store. Choose the shoes you like best. Wear them one week. Then get your money back if you don't agree with Arthur Fiedler that Thom McAns look as good – and feel as comfortable – as shoes of twice the price. Find out for yourself why Thom McAn is so good it's the best-selling shoe in all America.

Thom McAn

670 Thom McAn Stores Coast-to-Coast

Also available in Montgomery Ward Stores

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Delco Dry Charge Batteries

GUARANTEED 4 YEARS

DELCO

EXTRA-DUTY BATTERY



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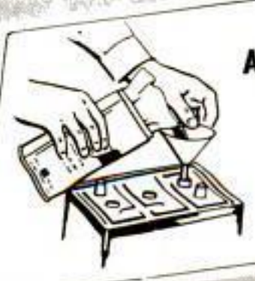
Then your dealer adds Delco Dry Charge Electrolyte. Quick as a wink, your new battery is loaded with power—the *freshest* power you can buy.

All long-life power, too! Every Delco Extra-Duty Battery is guaranteed for four full years, *regardless of mileage* in normal passenger-car service.

A guarantee like that gives you real protection. Delco backs it up, through the most extensive battery dealer organization in the world.

You're never very far from a Delco dealer. He's your man for top battery values. Four famous battery lines to choose from—Delco Extra-Duty with its four-year guarantee, Delco Tractor, Delco Original Equipment, and Delco Economy Batteries. Why settle for less?

Tune in . . . ON TV . . . Spectacular "Wide Wide World," NBC Network.
ON RADIO . . . Lowell Thomas, CBS Network. See your local listings for time and station.



ACTIVATED WHILE YOU WATCH

Your dealer adds electrolyte, then installs your battery. Start your car and away you go! No waiting!

LONG-LIFE GRIDS



Distribute current more evenly . . . greater resistance to overcharge . . . less corrosion.

SUPERIOR RUBBER SEPARATORS



More resistance to vibration, acid attack, peroxidation, and temperature change.

HARD RUBBER CASE



Strongest battery case ever made. Completely resistant to acid absorption and distortion.

General Motors leads the way

STARTING WITH DELCO BATTERIES

GM GENERAL MOTORS PARTS SALES

UNITED MOTORS SYSTEM

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You wouldn't want <u>this</u> in your TV corner—



why rest <u>second-best</u> on an outdated MATTRESS?

The hand-winding "gramophone" was a wonder of its age—but that was ages ago! Same with other household wonders—feather beds, flat bedsprings, padded-spring mattresses—*all* were tops in their time. But the Science of Slumber progresses—and millions of families are replacing old-style beddings with the *modern* mattress-combination—AIRFOAM-ENGLANDER!

And the foam rubber mattress is here to stay. According to actual survey, *9 out of 10 owners state they wouldn't buy any other kind!*

You see, the AIRFOAM-ENGLANDER combination has all the new advantages listed below — PLUS the unique advantage of *wiser investment for years to come.* Yes, years when old-style mattresses may be only history, AIRFOAM will still be The World's Finest, Most Modern Cushioning!

Goodyear, Airfoam Dept., Akron 16, Ohio

..... These things will *keep* your AIRFOAM mattress modern

Cradles every curve—AIRFOAM, with over half a million air cushions in each cubic inch, buoys up back and body-hollows, permits nerves, joints, muscles to relax—helps induce deep, sweet slumber.



Firm, all-over support—Continuous honeycomb of uplifting AIRFOAM is strongest where your weight is greatest, "floats" you to sleep in a healthful posture.

A boon to allergy sufferers—Unlike other type cushionings, AIRFOAM DOESN'T generate dust, lint or fluff to excite the common allergies.

Never needs turning—AIRFOAM "breathes" fresh air with your every motion, keeps itself cool, fresh, plump and inviting.

Longest-lasting—because AIRFOAM is scientifically molded all in one piece (See #1). There are no parts to loosen, sag, snag or break down!

In the AIRFOAM-ENGLANDER combination, the springs are *where they do the most good*—a resilient upper layer (2) and a firm lower layer (3) in the ENGLANDER Red-Line *Foundation!*

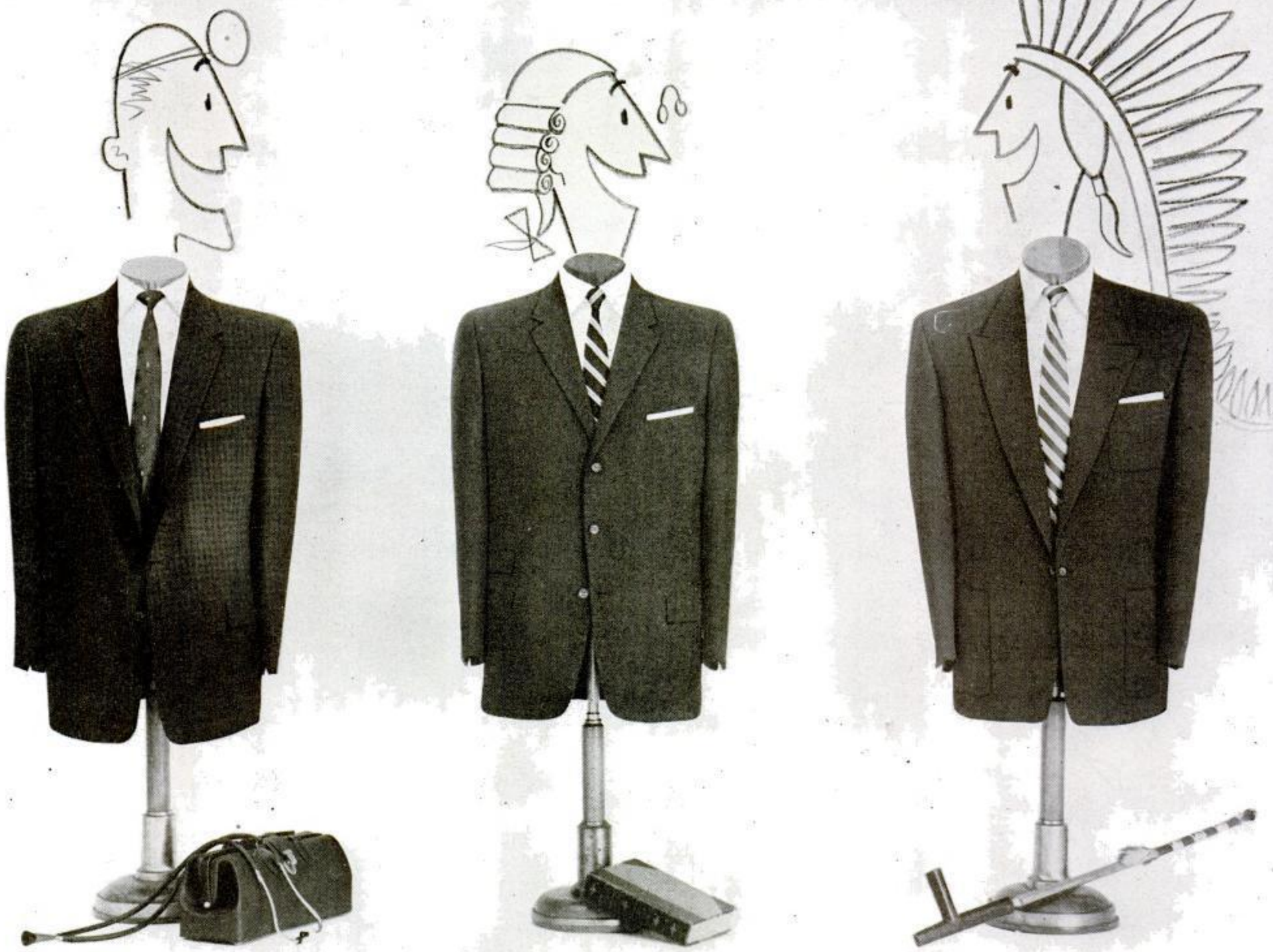


AIRFOAM Mattress...$79.75
ENGLANDER RED-LINE Foundation...$69.75
Prices subject to change without notice.

Airfoam—T. M. The Goodyear Tire & Rubber Company, Akron, Ohio Red-Line—T. M. The Englander Company, Inc., Chicago

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A Strange Spectacle Salutes the Sun

High in the cold Andes the Peruvian city of Cuzco, ancient capital of the Incas, gives thanks to the sun for its warmth each year with a week-long burst of joy. The pageantry—a weird mixture of pagan and Christian ceremonies and figures—begins with a re-enactment of the ancient salute to the sun. The Inca, played this year by a civic leader, Faustino Espinoza, is borne to his altar on a golden litter. Old chants to the sun are sung, the blood of a sacrificed black llama, fresh from pulsing arteries, is mixed with the sacred corn flour and eaten. As the Inca leaves the altar, Cuzco erupts in scenes like those shown here. There is pole parading and dancing and singing by quaintly garbed Indian minstrel bands or *conjuntos.* Behorned devils roam about in groups—but, although these evil spirits do their subtle best, there is a local drink called *pisco* and rum enough to strengthen a man against almost all temptation.

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DANCING DEVILS from merry Conjunto Rosario, with their evil eyes bulging out like billiard balls, trip a gay *Diablada* (devil dance) after the Incan salute to the sun.

POLE TOTER, wearing a costume derived from an old Spanish dress and deftly handling the top-heavy rig, twirls near a historic church damaged in the earthquake of 1950.

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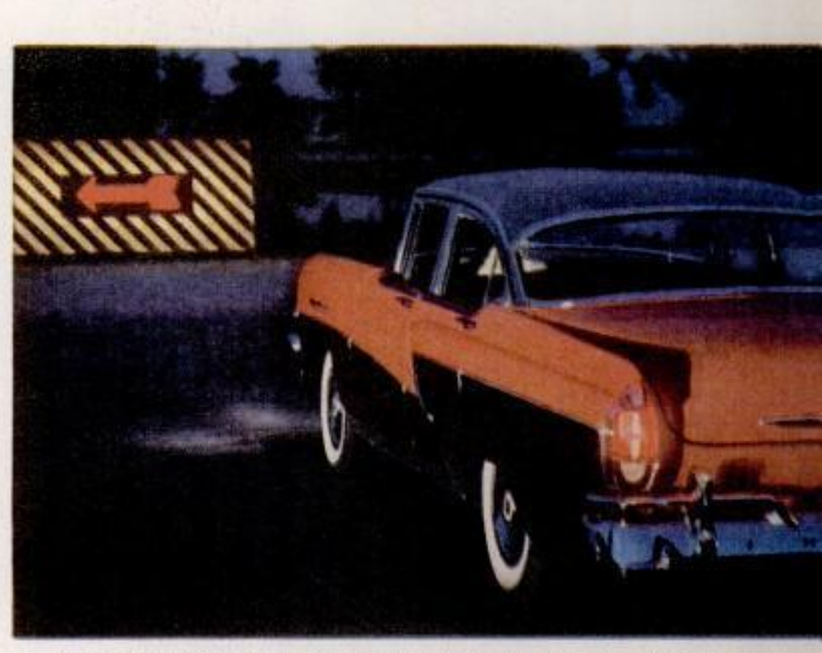
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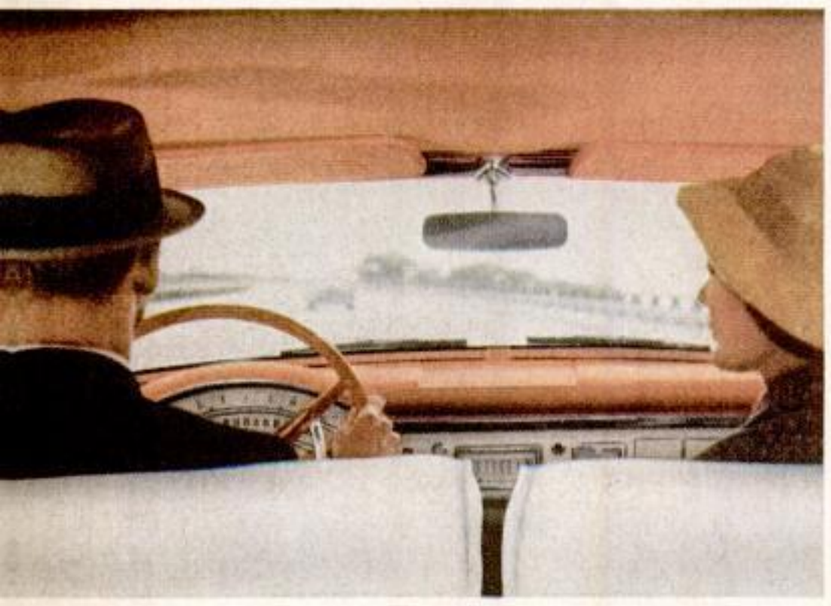
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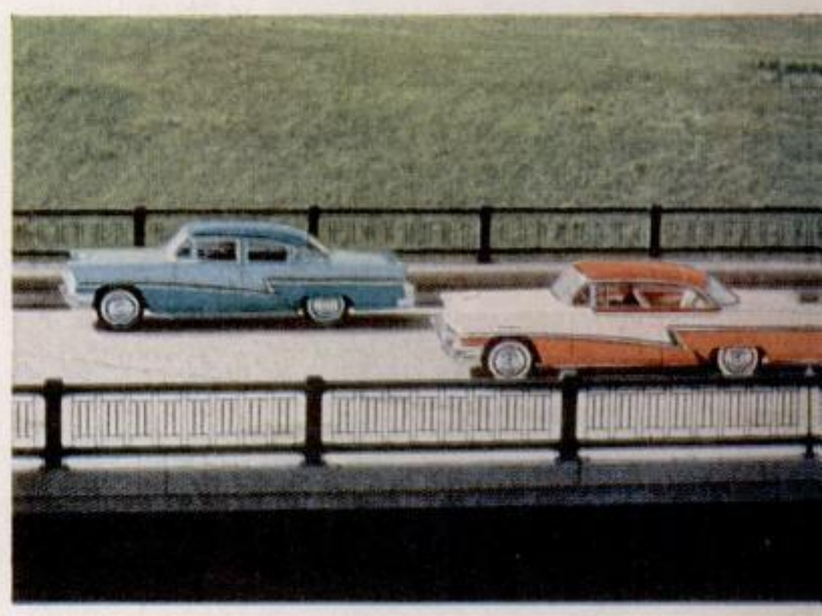
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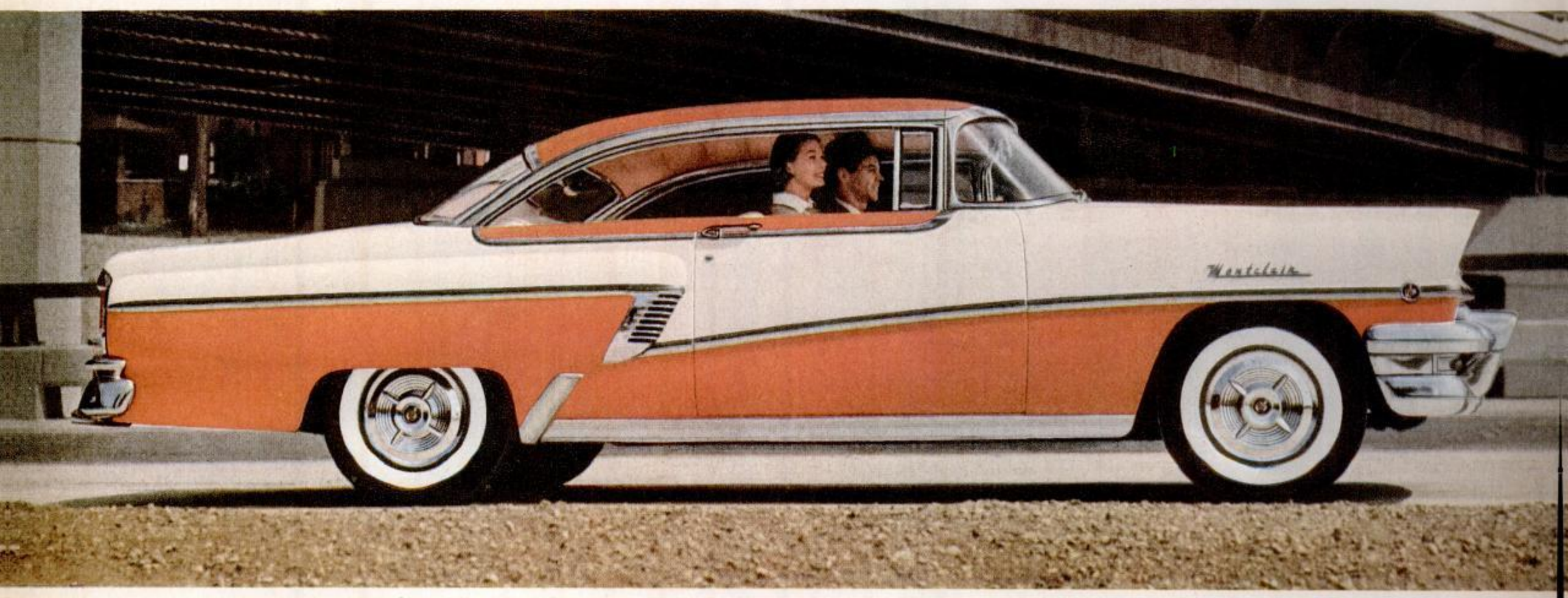
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LETTERS TO THE EDITORS

HEART ATTACK

Sirs:

Your article on the heart ("Heart Attack," LIFE, Oct. 10) is priceless to any heart sufferer.

J. H. NEWMARK

Miami Beach, Fla.

Sirs:

I was very pleased to see the interesting story on Dr. Paul D. White, the famous American cardiologist, who has attended President Eisenhower. His portrait appears among other world-famous cardiologists in the mural on the *History of Cardiology*, painted by Diego Rivera, in the Instituto Nacional de Cardiología in Mexico City.

P. J. BOSCH

Detroit, Mich.



DR. WHITE (UPPER RIGHT) IN MURAL

Sirs:

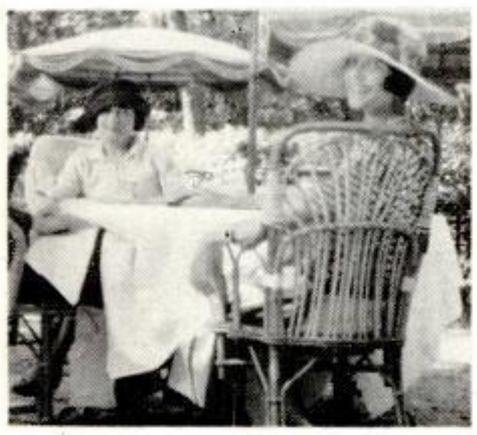
Enjoyed your article on my good friend Doctor Paul White. However the book, *Our Hearts Were Young and Gay*, was written in collaboration with Emily Kimbrough. In fact it was Miss Kimbrough who conspired with Dr. White to smuggle me off the boat when I had the measles.

CORNELIA OTIS SKINNER

New York, N.Y.

Sirs:

I wasn't very happy with your picture of Cornelia Otis Skinner. Here is a much more attractive shot of her



with Emily Kimbrough under an umbrella in the Bois de Boulogne. I took the picture.

PAUL DUDLEY WHITE, M.D.

Boston, Mass.

Sirs:

Your statement that asbestos powder is sometimes used as an abrasive to open up constricted coronaries is somewhat misleading. Asbestos powder does not open up closed or clogged coronaries as a can of Drano might open up a clogged pipe. Rather, the asbestos powder is placed in the heart sac (pericardium), where it acts as an irritant and thereby causes growth of completely new blood paths from the pericardium into the heart proper.

F. B. HOPKINS

Youngstown, Ohio

IN MEMORIAM, EMMETT TILL

Sirs:

Your superb editorial on Emmett Till ("In Memoriam, Emmett Till," LIFE, Oct. 10) is in the best biblical and prophetic tradition. Last Sunday I read it *in toto* at the 11 o'clock service at the cathedral. Canon Pyle, the celebrant at the Eucharist, followed with this: "And the King shall answer and say unto them, Verily I say unto you, inasmuch as ye have done it unto one of the least of these my brethren, ye have done it unto me."

THE VERY REV. JAMES A. PIKE
Dean
Cathedral of St. John the Divine
New York, N.Y.

Sirs:

I have never read a more meaningful or more touching editorial than the one on Emmett Till. May God have mercy on the souls of those who took his life.

CHARLES R. ALLEN
Rector
St. Mark's Episcopal Church
Gastonia, N.C.

Sirs:

You are to be congratulated on the deeply spiritual way in which you expressed the sorrow we all feel for the little lad who felt so happy to be back with his dear ones. God will care for him and sooner or later God's infinite justice and sanctity will be vindicated.

JAMES J. MERTZ, S.J.
Loyola University
Chicago, Ill.

Sirs:

You panic-stricken blab mouths! You want to kill Emmett Till's killer for the same reason he killed Emmett Till—for vengeance. You are enraged that the court has frustrated you in that it will not let you see that person killed. And so you pray that the Lord will do your work of avenging.

RICHARD B. BETTIS

Wichita Falls, Texas

Sirs:

Time and the guiding hand of God will together work out the complexities of the South's and the Negroes' misfortunes. You have not helped them.

J. J. VERNON

Garland, Texas

Sirs:

You brought tears to the eyes of millions of your readers. I cried for joy. I couldn't help it.

THE REV. WILLIAM H. HOLLOWAY

Columbus, Ohio

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You see, Anacin is like a doctor's prescription. That is, Anacin contains not just one but a *combination* of medically proven active ingredients. The highest medical authorities declare that the Anacin way (a formula combining small quantities of a *number* of effective pain relievers) gives faster, more effective and safer relief than a large dose of any one single drug. This is one of the first fundamentals of medicine taught in all schools of medicine and dentistry.

So whenever stronger yet safer medication is needed—take Anacin. Remember no single drug can give you the same strong, safe relief as the combination of powerful pain relievers in Anacin Tablets.

If pain persists—see your doctor.

You can depend on



LETTERS TO THE EDITORS CONTINUED

Sirs:

Some in my state may be prompted by your editorial to ban LIFE. But I should like to renew my subscription *because* of it. Your conclusions are both valid and worthy of consideration by all men—especially Christian men.

THE REV. ATHOL D. CLOUD

Oxford, Miss.

Sirs:

Emmett's father, Pvt. Louis Till, was indeed killed overseas as your editorial mentioned but not fighting for his country. He was hanged in Italy by the Army following his conviction for rape and murder in 1945. But the life and death of Pvt. Louis Till has no relation to bringing to justice the murderers of Emmett Till.

FRANCIS J. LYONS

Washington, D.C.

● At the time of writing, it was reported that Private Till was killed in action in France. War Department records, made public only last week, reveal that he was executed in Italy after conviction for murder and rape in 1945.—ED.



BUILD-IT-YOURSELF CHAPEL

BUILD-IT-YOURSELF CHAPEL

Sirs:

We noted with a great interest your article on "A Build-It-Yourself Chapel" (LIFE, Oct. 10). We have been designing and manufacturing such chapels for almost three years now. Here is one of the designs (*above*) which we have to offer. We too have found it possible to have our buildings erected by volunteer labor.

JOHN P. EBERHARD

Creative Buildings, Inc.
Urbana, Ill.

WORLD WATCHES A WINDOW

Sirs:

Congratulations on your fine coverage of the President's recent illness ("The World Watches a Window," LIFE, Oct. 10). It was touching to know so many people around the world were concerned enough to send telegrams, letters and most of all their prayers to God in his behalf.

BOB CORRIE

New London, Texas

Sirs:

"The Team in Charge as President Rests" is splendid. President Eisenhower surely built up a splendid staff.

FREDERICK L. ROTH

White Plains, N.Y.

Sirs:

Even in the short time he has been in office, President Eisenhower has given us the pleasant taste of *good government*. Is the Republican party so weak and disorganized that it will fall apart in the next few months, and will we then fall heir once more to the Democratic "dealing" and stacking of the deck? Let's hope not.

MARILOU WEAVER

San Gabriel, Calif.

DEBBIE'S RING AT LAST

Sirs:

I just loved your article on Debbie and Eddie Fisher ("Debbie's Ring on at Last," LIFE, Oct. 10). Most of Eddie's fans couldn't be happier with his wedding. We all knew it would happen, some day. There couldn't be a nicer pair.

MARION BUNCE

Buffalo, N.Y.

PROWESS OF ANIMALS

Sirs:

I certainly did enjoy "Prowess of Animals, Leaping and Racing" (LIFE, Oct. 10) but you forgot the little deer bot fly. This fastest known living creature has exceeded speeds of 800 mph.

ORLANDO G. LEONE

Farmington, Conn.

● In 1938 an Ohio entymologist, Dr. C.H.T. Townsend, claimed to have proven that the deer bot fly could fly 818 mph. But many other scientists, notably Nobel Prize-winning Dr. Irving Langmuir, have conducted experiments which prove that Townsend's claims were impossible.—ED.

Sirs:

Why does the red shrimp turn its head away from the forward progress of all its fellow creatures?

PHILIP BLOOMFIELD

Chicago, Ill.

● Shrimps swim with their heads facing backwards.—ED.

CRAZY CYCLIST'S SONG

Sirs:

Re your "Crazy Cyclist's Song" (LIFE, Oct. 10), concerning the song *Black Denim Trousers and Motorcycle Boots*, I was under the impression that your "leather-jacketed sport" hit a diesel train—not a diesel truck. On one record at the death of the "hot-rod" you hear the sound of a heavy bell several times, signifying a railroad crossing or a diesel train.

STEVE BURTIS

Dobbs Ferry, N.Y.

● The song refers only to a "diesel." Song-writers Jerry Leiber and Mike Stoller remark, "It could have been either a truck or a train. We thought we'd leave the problem to the arrangers."—ED.

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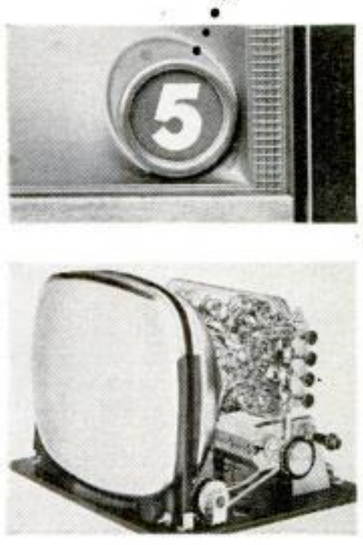
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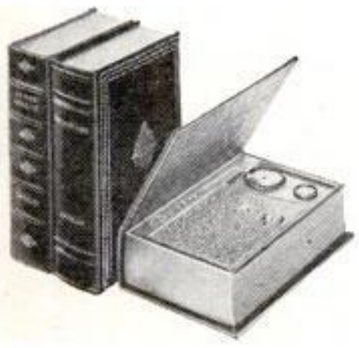
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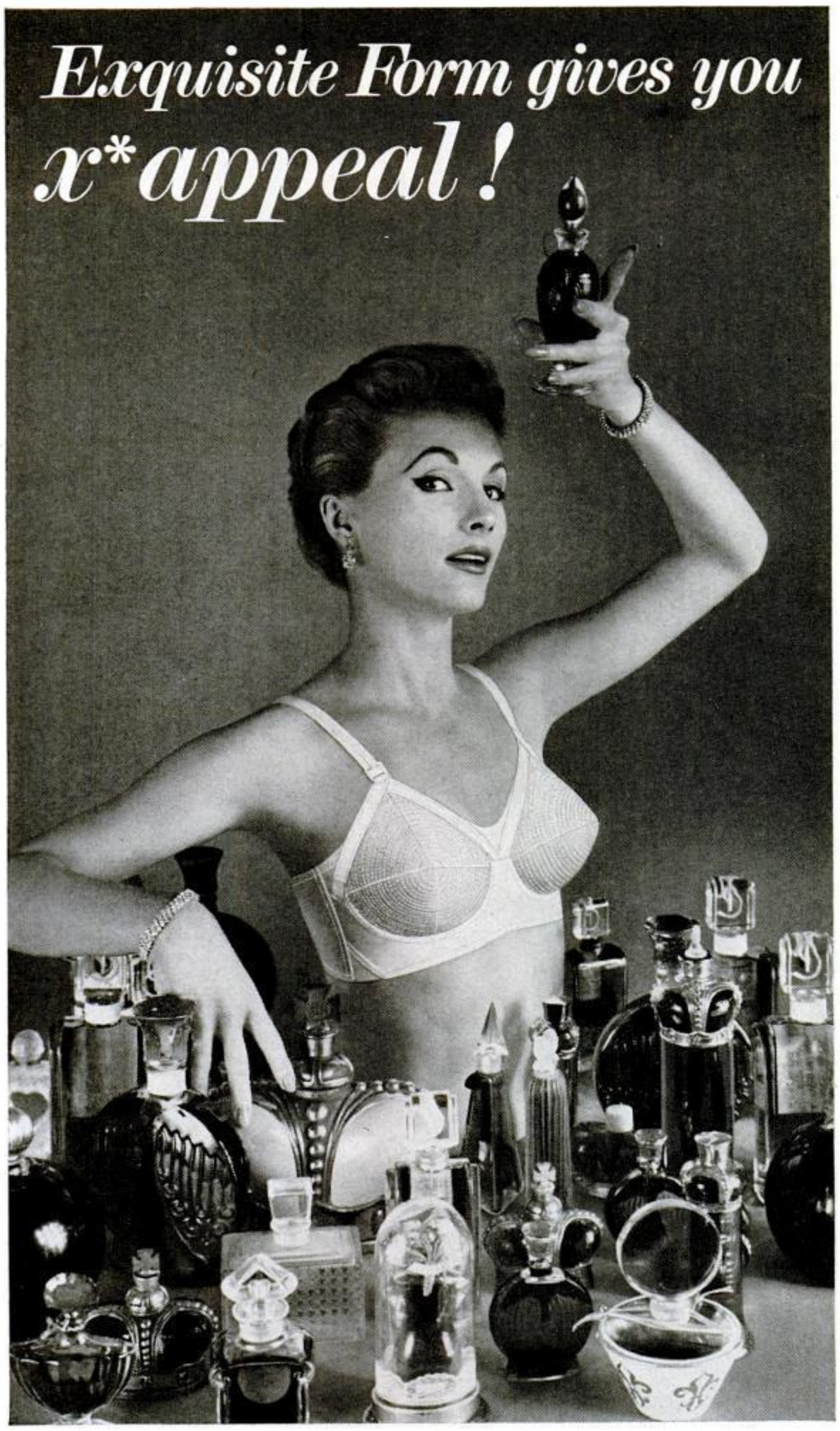
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Two can sleep together in separate

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Double-bed rest can now be completely private and personal. Even a 220-pound husband cannot disturb the rest of his 110-pound wife. Not even a jiggle when he turns in his sleep. With Beautyrest you actually get *single-bed comfort in a double bed.* There's no rolling together!

Beautyrest, the mattress that's always been known as the best, is now even better. Simmons engineers have devised a new way of assembling the unique, independent springs.

It's a 19% improvement, as measured by the United States Testing Co.

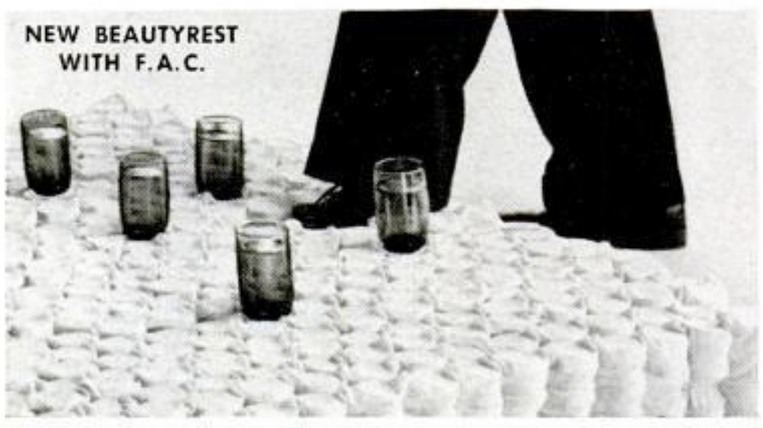
We call this improvement F.A.C.—for Floating Action Coils. Whether you sleep single or double, you can *feel* this improvement.

Firmness And Comfort

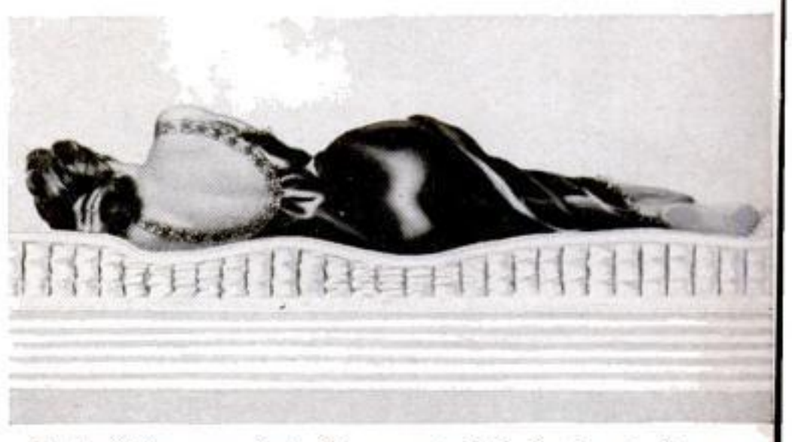
Now, each separate spring of a Beautyrest has more



In "ordinary" mattress, the springs are *tied together* top and bottom. Press down on any spring and other springs go down with it. (See how glasses topple.) This mattress can sag under your hips.

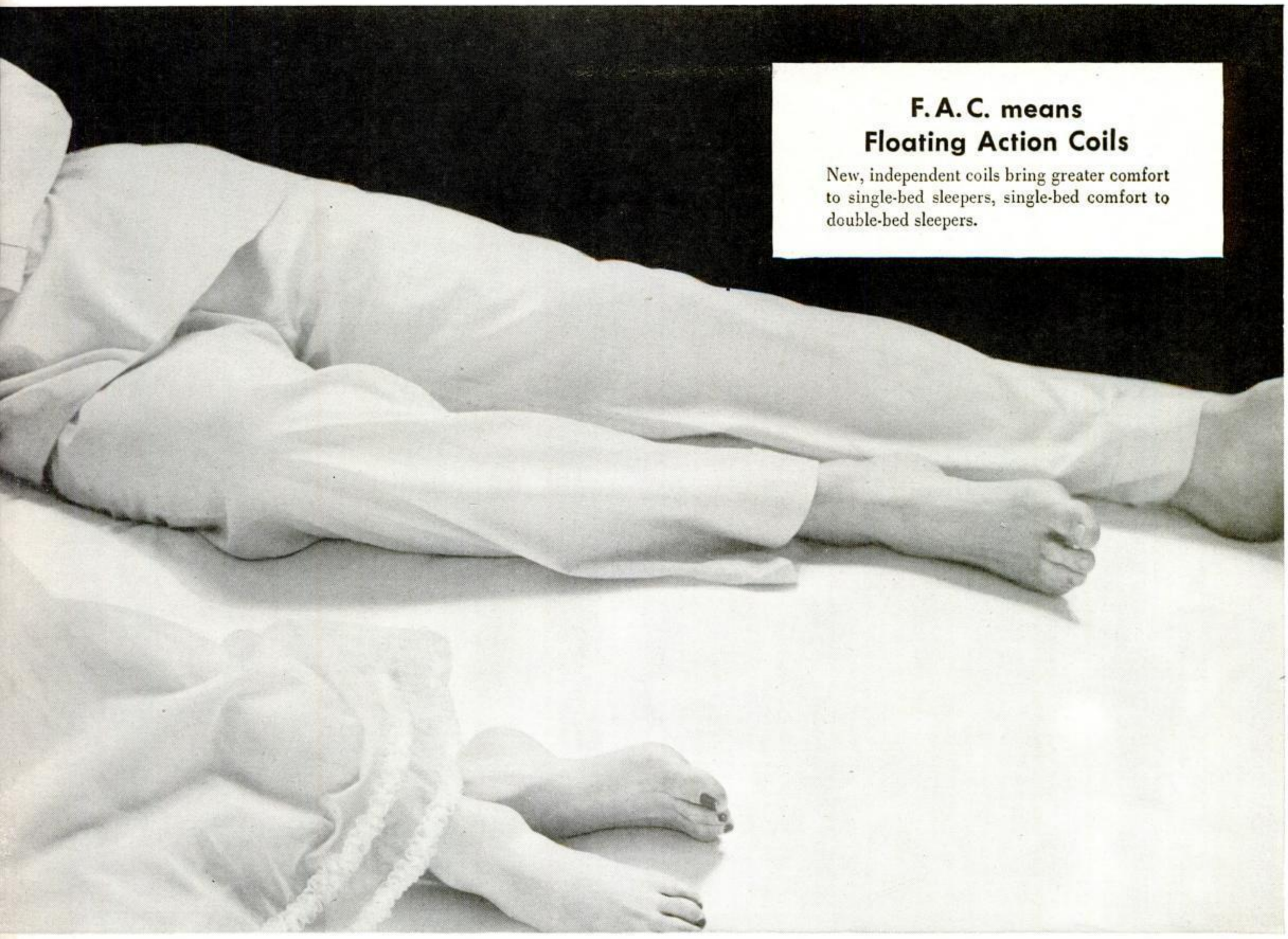


In Beautyrest, springs are *independent. Not tied together,* either top or bottom. Even if you stand on part of Beautyrest construction, glasses won't tip. Proof that Beautyrest will never, never sag.



Body-fitting comfort. Every part of the body gets its own support. Independent coils even press up to meet the small of your back. This is the kind of body-fitting comfort that sees you wake refreshed, without an ache.

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comfort...with new improved Beautyrest

freedom of action than ever.

Now, more than ever, each different part of your body . . . from your head to your hips to your toes . . . gets its own separate support. Firm enough where you are heavy, gentle enough where you are light. From head to toe, Beautyrest gives perfect body-fitting comfort. And this is the kind of contour support that relieves you as you sleep, lets you awake without an ache.

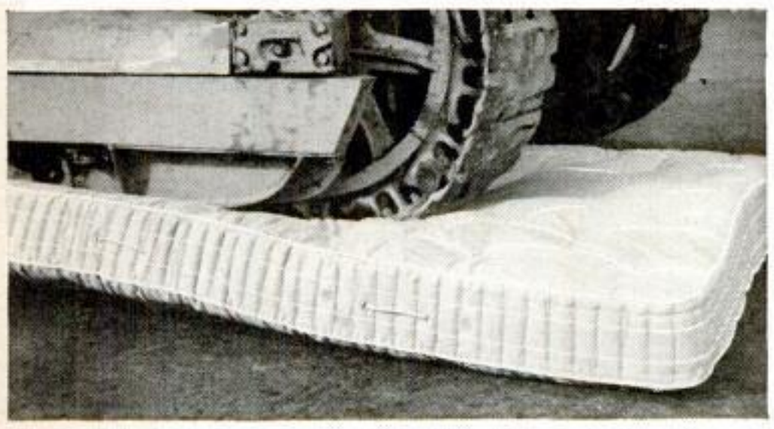
You be the judge

Drop into your Simmons store and lie on the new Beautyrest. You'll feel a new kind of restful support that will make your present mattress *really* seem old, no matter how long you've had it.

F.A.C. not only means Floating Action Coils.

F.A.C. also means Firmness And Comfort. Why settle for half? Get both on the new Beautyrest.

Remember, when shopping, only Simmons makes the Beautyrest mattress, and only Simmons makes the Hide-A-Bed® sofa.



Beautyrest most durable. Two proofs: (1) Coils won't break even under a bulldozer, shown above. (2) Under 270-pound roller at United States Testing Co., Beautyrest outlasts the best of other mattresses 3 to 1.

Only Beautyrest offers these choices

Standard model, $69.50; Extra-Firm model, $69.50; King-Size, 80″ long, $79.50; Super-size models (longer and wider) also available; Dual-Comfort model (one half is standard, the other half is extra-firm), $79.50. Beautyrest usually far outlives 10-year guarantee that brings the price to about 2¢ a night. Prices slightly higher in Canada.

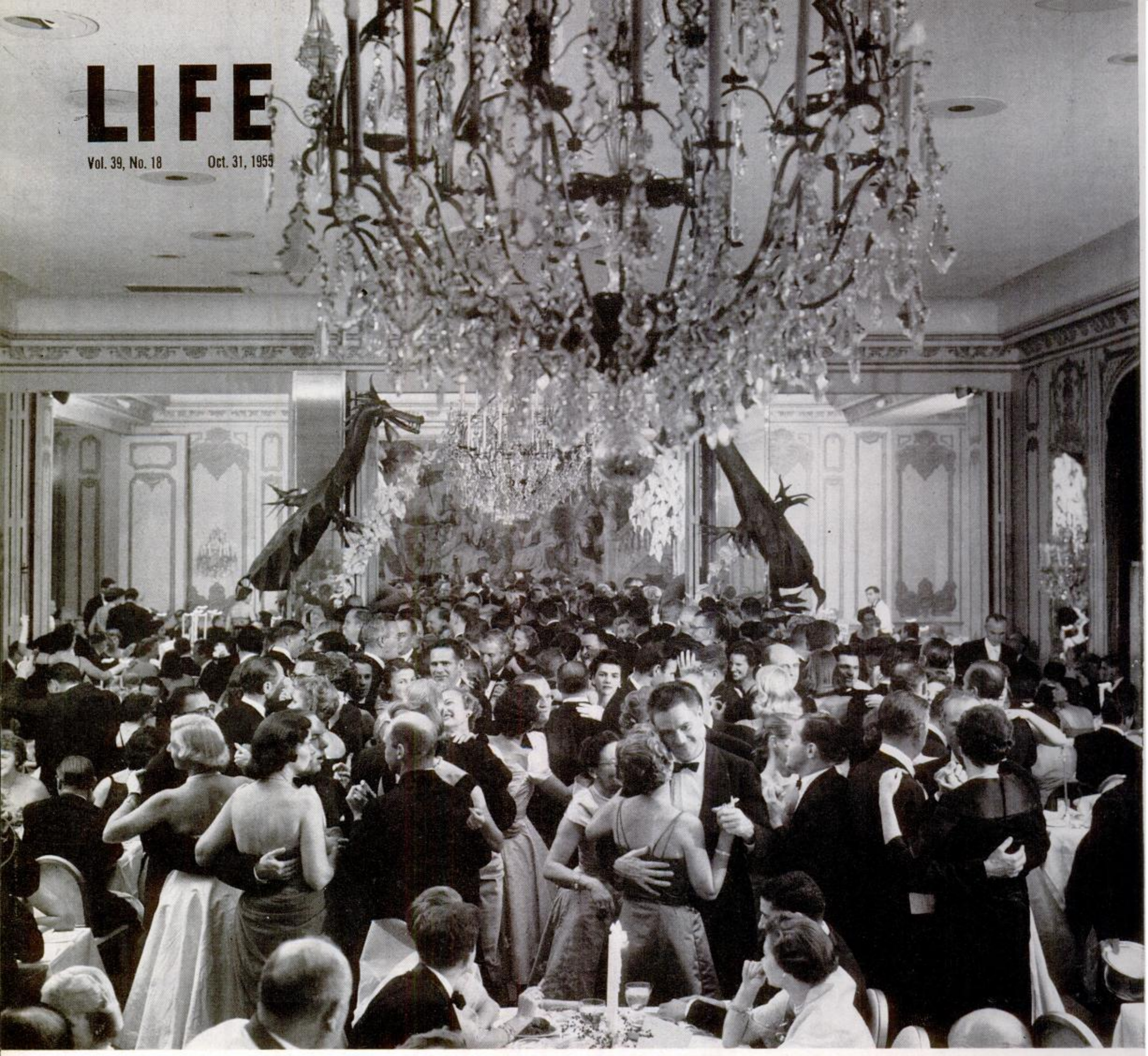
Only SIMMONS makes

BEAUTYREST

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LIFE
Vol. 39, No. 18 Oct. 31, 1955



IN NEW YORK CAPACITY CROWD OF 510 GUESTS TURNS OUT IN AMBASSADOR HOTEL'S GRAND BALLROOM FOR ANNUAL BENEFIT FOR BOYS' CLUB OF NEW YORK

A RUSH OF ELEGANT PARTIES FOR NATION'S DRESSIEST FALL

With its summer clothes barely packed away, the U.S. was climbing into its party best and blowing itself to the earliest and most dressed-up social season since before the war. Even before the start of its "big" (or white tie) season in November, New York turned out in festive regalia for a glittery formal dinner dance (*above*). The calendar for the rest of the country, meanwhile, was under way with the opulent gatherings shown on these pages.

Most of these were large-scale benefits, a comparatively new phenomenon replacing big private affairs with parties that give guests a chance to do good as well as dress up. As crystal chandeliers were flicked on across the nation, last summer's sales boom in high-priced clothes (LIFE, July 11) was reflected in a magnificent parade of style and elegance. Crowded with gowns that cost $500 or more, America's big cities rustled and shone with the full-dress splendor of international capitals.

Although there had never been so many different ways of spending money, people everywhere were devoting sizable sums simply to living it up. A private sit-down dinner for 90 in Beverly Hills came to $30 per guest. Dress-suit rentals in Chicago were up 400% over 1952 and Atlanta's exclusive Piedmont Driving Club earmarked $500,000 for two new dining rooms to cope with increased social activities. St. Louisians were leaning to elaborate "theme" decorations (pirates' dens, oriental gardens) which added considerably to the cost of a party. And one candy company, thinking of appropriate gifts for lavishly hospitable hostesses, has brought out an ermine-trimmed five-pound box of sweets. It costs $200.

IN SEATTLE, at a party preceding benefit for symphony which her husband conducts, Mrs. Milton Katims wears a French lace dress and Indian silk stole.

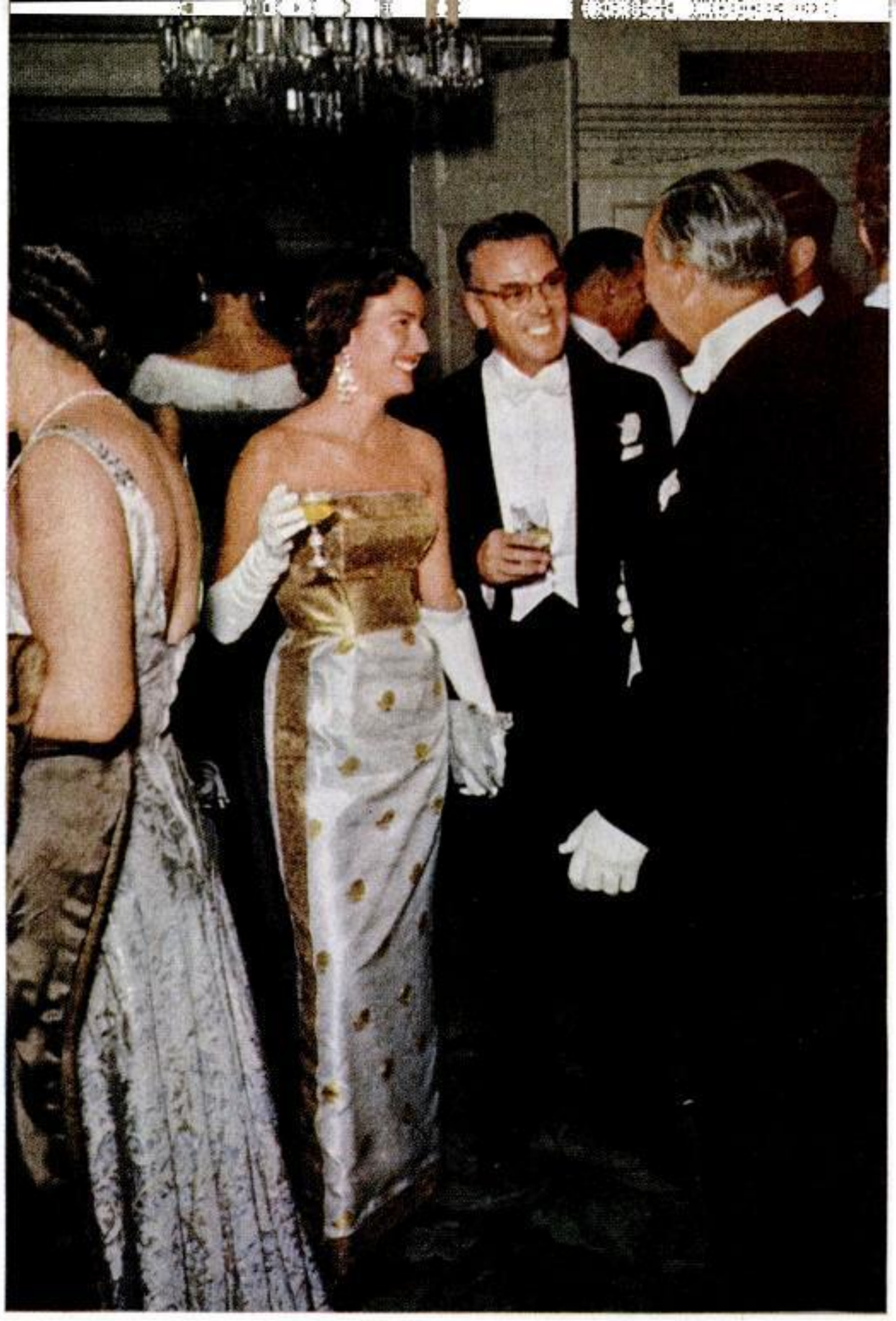
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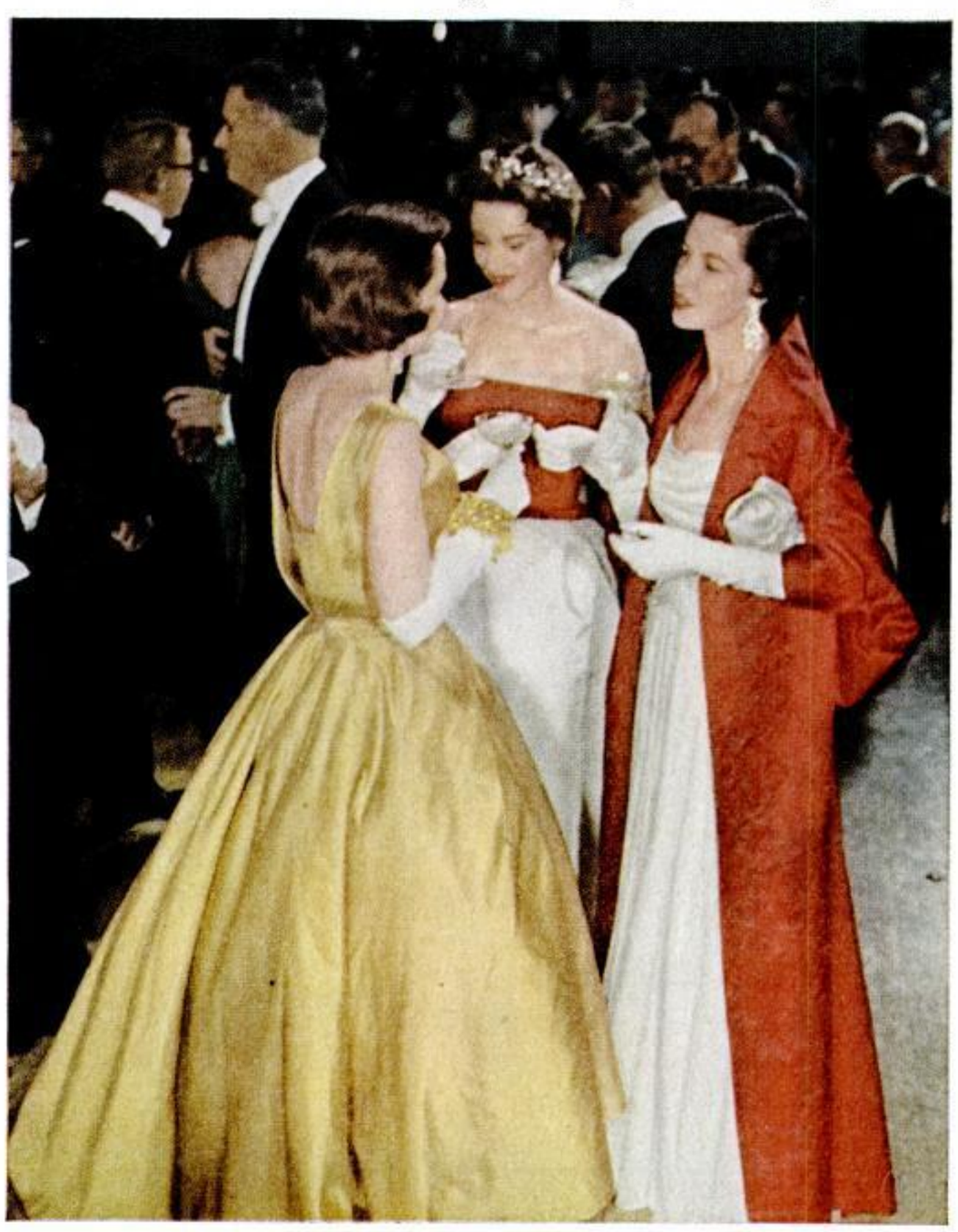
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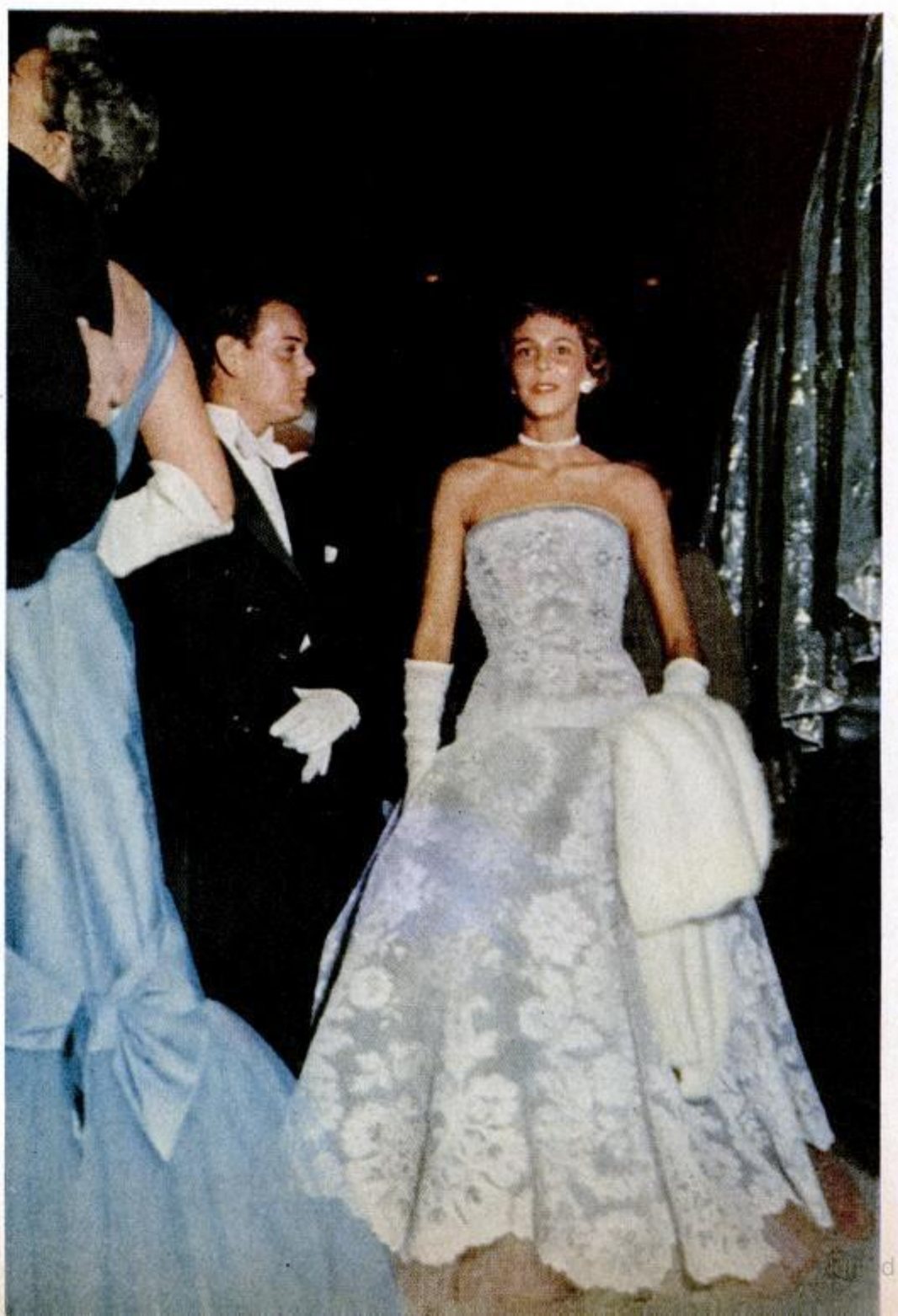
SEATTLE At "Symphoneve," a benefit ball which drew 500 guests, Mrs. Averell Clark Jr. (*see cover*) of Seattle and visiting Parisian couturier, Hubert de Givenchy, pause to greet friend. Mrs. Clark's metallic brocade dress with a knee-length tunic is by California designer Irene.



ST. LOUIS At a private party after the 72nd Veiled Prophet Ball, which is biggest single social event in St. Louis, Mrs. Rumsey Ewing (*above*) wears a slender floor-length sheath of Indian sari cloth. Beside Mrs. Ewing, who is a former Veiled Prophet Ball queen, is Theodore P. Desloge, and behind her a guest in white-mink-trimmed velvet. Below, Mr. and Mrs. F. Ferrall Weber leave their box at the ball. Mrs. Weber wears a strapless floor-length gown of white lace over flesh colored tulle with long torso effect (Howard Greer). For men the Veiled Prophet Ball is strictly a white tie affair.



BALTIMORE At the Autumn Heart Ball, benefit for heart fund with 490 guests, Mrs. F. Dancy Bruce (*left*) wears satin gown by Ceil Chapman, Mrs. John Marshall Smith (*center*) a Balenciaga copy, and Mrs. William Formwalt a chiffon and satin ensemble by Ceil Chapman.



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DETROIT The sixth annual Cinderella Ball, a $100-a-couple party held for the benefit of the TB and Health Society, drew 425 guests in a city whose residents generally prefer entertaining at home to large public affairs. Eighty percent of the ladies wore floor-length dresses to the ball, but white ties on the men were the exception rather than the rule. Dancing with their husbands in the foreground are Mrs. Warren E. Avis (*left*) in a long-torsoed satin with intricately puffed skirt (Miguel Ferreras) and Mrs. Ralph C. Wilson Jr. in a strapless Balenciaga ball gown of taffeta with draped overskirt.

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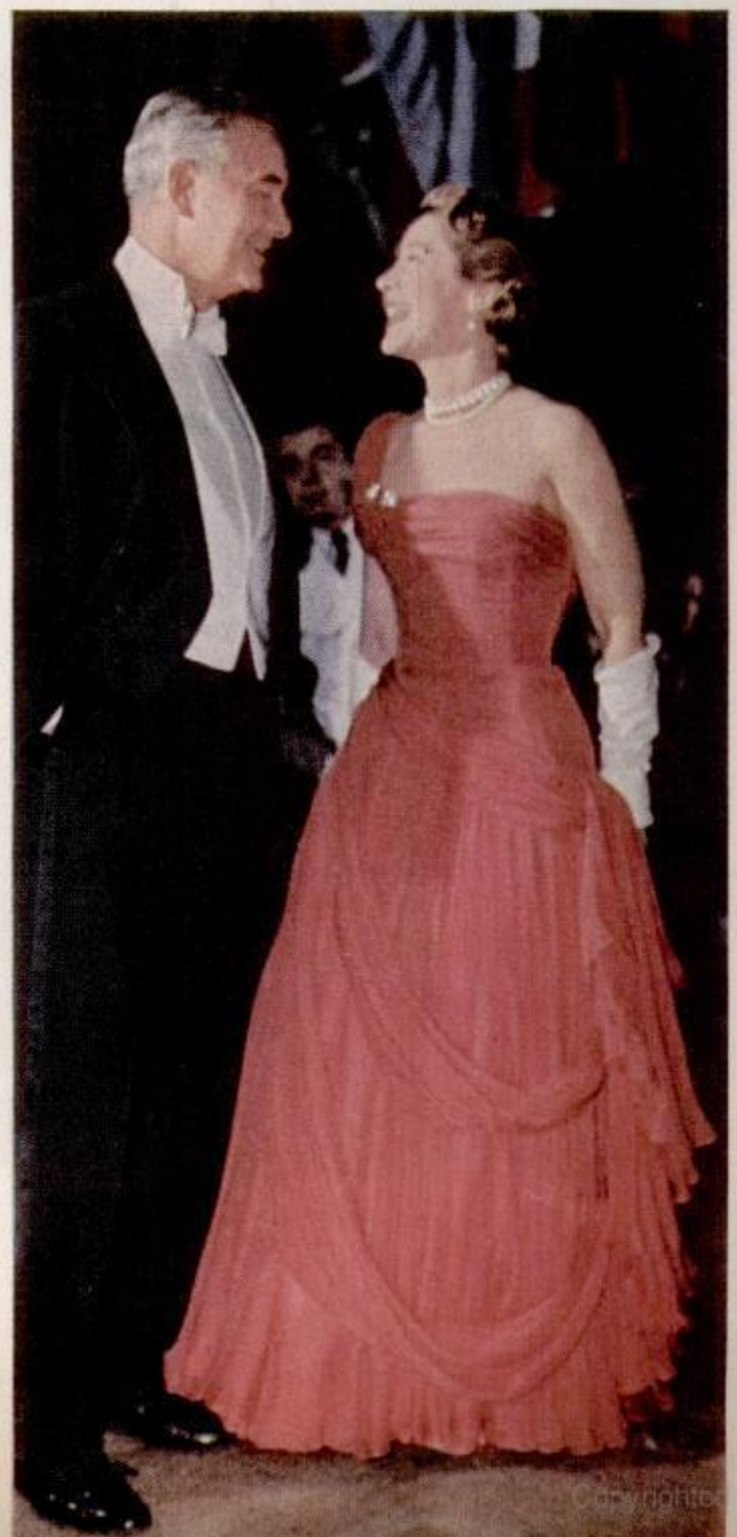




SAN FRANCISCO

At the opera, where openings and premieres are notably dressy, the American premiere of *Troilus and Cressida* brought out (*from left*) Mrs. Richard M. Oddie in slim satin dress with a pink fox stole; Mrs. Robert Wiel in full-skirted Balenciaga; Mrs. Thomas Ray in spangled Galanos gown; Mrs. Francis V. Keesling Jr. in short brocade by Nettie Rosenstein; and Mrs. Reed Funsten in short-in-front, long-in-back dress by Italian couturier Capucci.

CHICAGO At second annual Consular Ball, 875 guests assembled in the Conrad Hilton Hotel to honor Chicago's 47 foreign consulates. At left, Mrs. Bertrand Goldberg wears Galanos dress in colors of Italian flag. At right Mrs. Tilt Bissell, standing with Walter E. Anderson, wears an elaborately draped chiffon dress by Hattie Carnegie. Although men's dress was optional, 90% of the men wore white ties.



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DENVER At symphony opening young "Symphony Debs" who acted as hostesses lean over balcony railing to gape at dressed-up crowds in foyer below. The nearest thing to a pre-debutante group in Denver, these high school girls wear traditional young party dresses of pastel tulle with off-the-shoulder necklines and skirts held out by petticoats. In return for half-priced tickets to the concerts, the girls help with programs and decorations and, in their fluffy outfits, generally brighten up the scene. Symphony is being held this year in Tabor Theater while Civic Auditorium undergoes repairs.

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MOVING ABREAST THROUGH FIELDS AND THICKETS OF THE FOREST PRESERVE WHERE THE BODIES WERE FOUND, POLICEMEN, SOLDIERS AND PRIVATE CITIZENS



AT THE PETERSON FUNERAL, in Rosehill cemetery, a Lutheran minister speaks beside the casket. Robert's grandmother, mother and father sit in front.



AT THE SCHUESSLER FUNERAL, held simultaneously for brothers in Catholic cemetery, their father sags against his wife (*left*). Grandparents are at right.

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LOOK FOR CLUES AND BOYS' MISSING CLOTHING



A BOY'S SHOE, belonging to Robert Peterson, is shown to dog used in search. Boy's father is at right.

WHO SAW THESE THREE BOYS?

Chicago makes mass attempt to solve a shocking, senseless crime

It was the most heinous and senseless crime in the annals of a city which has long been blasé about its shocking record of professional violence. On Sunday Oct. 16, three Chicago schoolboys went out to a movie. At noon on Tuesday, 39 hours after they had been reported missing, a motorist driving in a lonely forest preserve just outside the city's northwest boundary came upon a ghastly tableau. In a shallow ditch lay the bodies of the three, naked and mutilated.

The murdered boys had been quiet and well mannered, with no record of delinquency. Robert Peterson, 13, was the son of a carpenter; the Schuessler brothers, John, 13, and Anton Jr., 11, sons of a tailor. Yet they died as violently as had the seven gangsters in the St. Valentine's Day machine-gun massacre of 1929.

In this instance, however, the killer, or killers, beat the victims savagely with a blunt instrument and then strangled them to death. Their mouths and eyes had been taped. The tape, however, and their clothing as well, had vanished. There was no indication of sexual molestation. Autopsies fixed the time of their deaths at late Sunday night. The police believed the bodies were hauled into the woods in an automobile Tuesday morning. One official said they appeared to have been tossed into the ditch "like sacks of potatoes."

While the families buried their dead, the police, with only meager clues, took the extraordinary step of broadcasting pictures of the boys and descriptions of their clothes and appealing to Chicago's 3.6 million citizens to help solve a crime that had shocked the nation.



JOHN SCHUESSLER



ANTON SCHUESSLER



ROBERT PETERSON

THE DAILY BULLETIN

HON. RICHARD J. DALEY, Mayor

VOL. 2. OCTOBER 20, 1955 NO. 206

ATTENTION



John Schuessler
5711 N. Mango av.

Wore a brown shirt with a ranch design, blue zipper satin jacket with slit pock-

ATTENTION



Anton Schuessler
5711 N. Mango av.

Wore a white flannel shirt with mixed black design, blue satin zipper jacket

ATTENTION



Robert Peterson
5519 Farragut st.

Wore a dark satin zipper jacket with red elastic bands at wrists and waist;

DELUGE OF CIRCULARS, with the boys' pictures and description of clothes they were wearing, was sent all over the area. Police hoped that someone might turn up who had seen them with the killers.

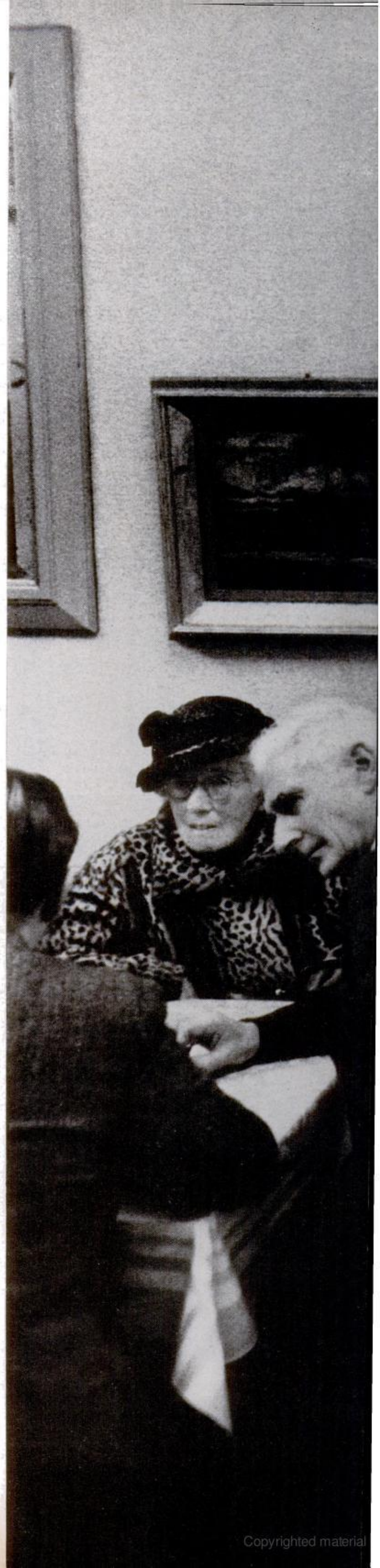
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A LOOK AT THE WORLD'S WEEK



A MIDGET'S MISCHIEF

In Egypt an undersized sheik produced a herculean hubbub. Senators Kilgore, Saltonstall and McClellan, visiting Premier Nasser, were accosted by a midget named Ahmed Salem, innocently dropped pennies into his pail, later discovered to their chagrin that the collection was for the Egyptian army, under U.S. fire for buying arms from Communist Czechoslovakia.



A SAGE'S RECEPTION→

In London to receive the Order of Merit from Queen Elizabeth and an honorary degree from Cambridge University was one of the world's eminent citizens, Dr. Albert Schweitzer (LIFE, Nov. 15, 1954). While there he spent many hours in a back room of a teashop run by an old Swiss friend, greeting callers who included Bertrand Russell and Artist Augustus John.

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FINE FASHIONS FOR TINY TOTS

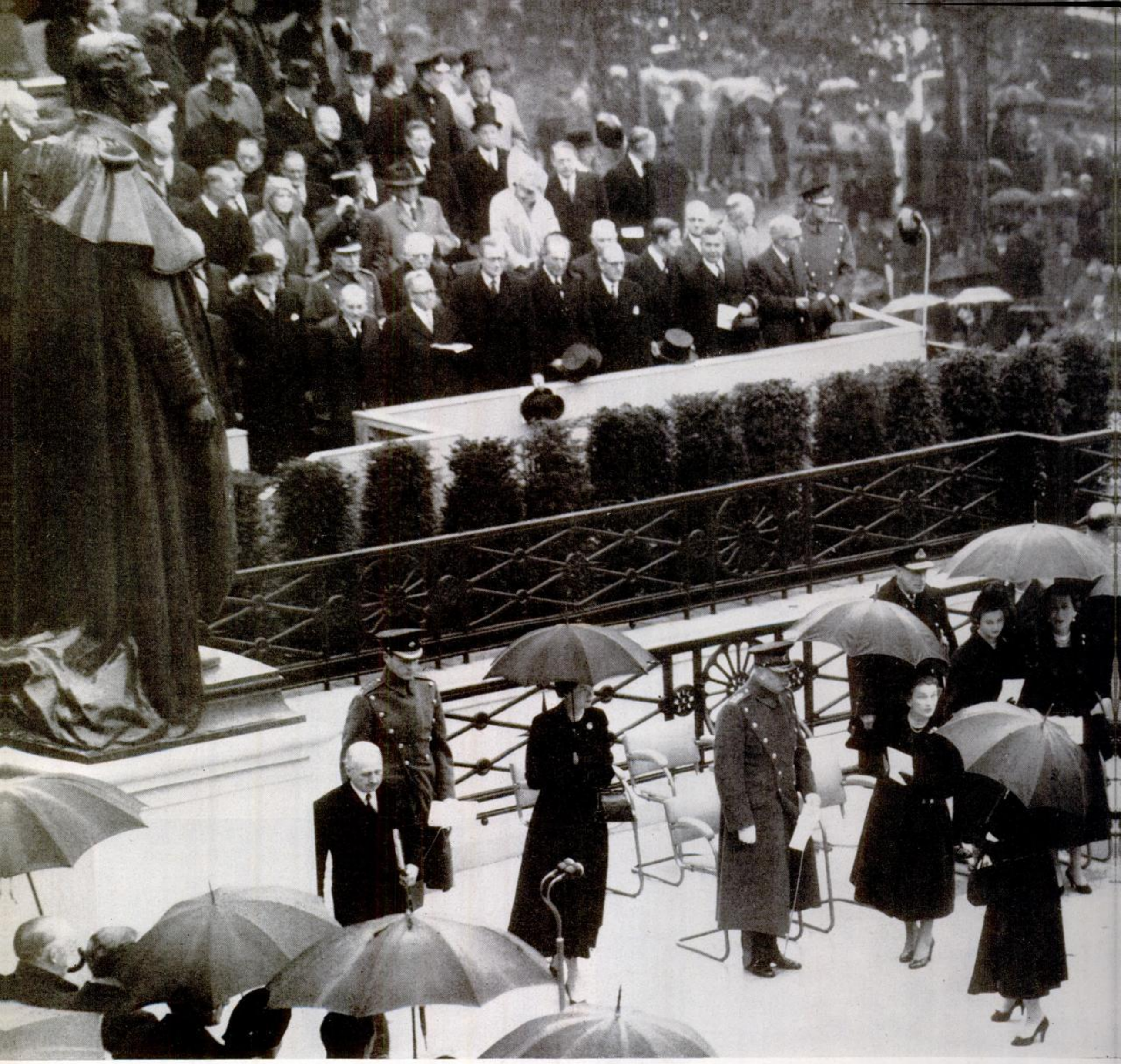
Last week in New York some winsome one-year-olds encountered for the first time the frenetic field of fashion. Turning to tots, well-known Designer Claire McCardell created several outfits which were introduced by a plush department store. For girls there was a polka dot dress with string-tied waist ($6.95) and matching shoes ($2.95), for boys a striped box jacket copied from a beach coat and striped shoes at the same price.



A GENERAL'S TEARS AND MEMORIES

Leaving Salzburg last week, Lieut. General William Arnold sat by the train window and, as the many memories of duty in the beautiful Austrian city flooded through his mind, tears welled up in his eyes. With the Austrian peace treaty signed, the U.S. occupation army and its commanding general were leaving. Said Arnold, "I hope we shall be remembered here by our humane deeds rather than by our . . . official actions."

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THE POLITICAL PICTURE shows the influential Marquess of Salisbury (*left*) fighting marriage while Eden (*above*) goes to call on queen during the crisis.

LEST LOVE'S LABOR BE

Princess considers problems of politics, religion

The idyl of the reunited Princess Margaret and Peter Townsend last week stirred up a uniquely British crisis. It involved the royal family, the Church of England, the chief politicians and the great mass of Britons who, though ignorant of the inner struggle, avidly followed the royal romance. Margaret had now definitely made up her mind to marry Peter, but the opposition had also become more determined that she should not.

"The Duke of Edinburgh," LIFE London Bureau Chief Andre Laguerre cabled, "urged the queen and the queen mother to oppose the marriage. Margaret's weekend with Townsend was interrupted by telephone calls with her mother and sister. During the week, the Church of England

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←**THE DIVIDED FAMILY** assembles for the dedication of statue of Margaret's late father, George VI. At right the Duke of Edinburgh, who leads family opposition to the match, stands beside the princess.

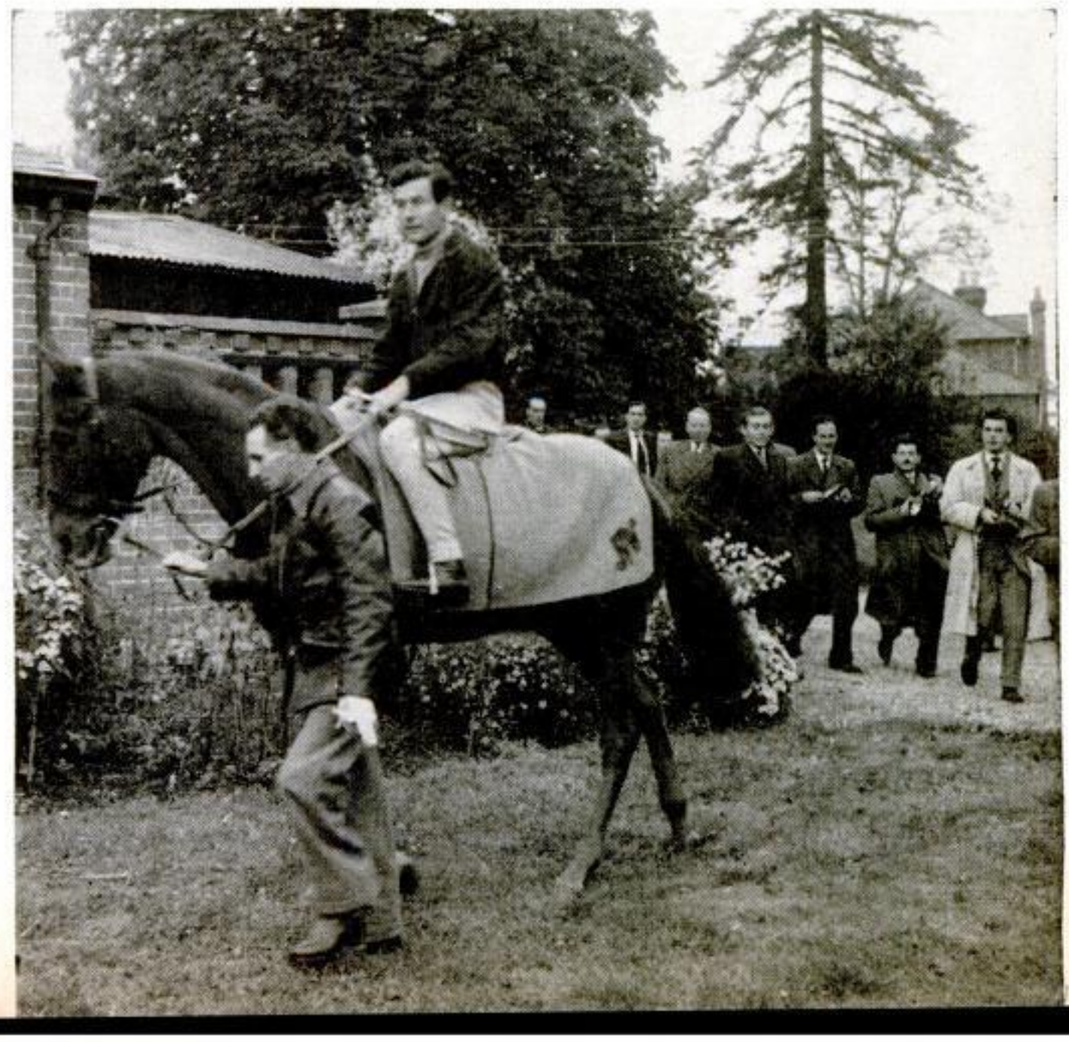
THE POWER OF THE CHURCH is represented by critical Archbishop of Canterbury. Here he rededicates Lambeth Palace chapel in presence of Margaret and queen mother (*left front*) and queen (*right*).

LOST TO ITS ENEMIES

and some opposition within the royal family itself

threw its influence against the marriage. A spokesman publicly called it 'a deliberate affront' and the Archbishop of Canterbury quietly called at No. 10 Downing Street. There Prime Minister Eden had a potential cabinet crisis on his hands. Britain's most powerful back-room politician, the Marquess of Salisbury, failed to rally the cabinet against the marriage but threatened to resign if the cabinet did anything to facilitate it."

During a deeply trying week, Margaret saw Townsend long and often. She was also dutiful about official engagements where she had to confront her key enemies and she did her best to keep her composure. But there were times when the stubborn, sprightly princess seemed close to tears.



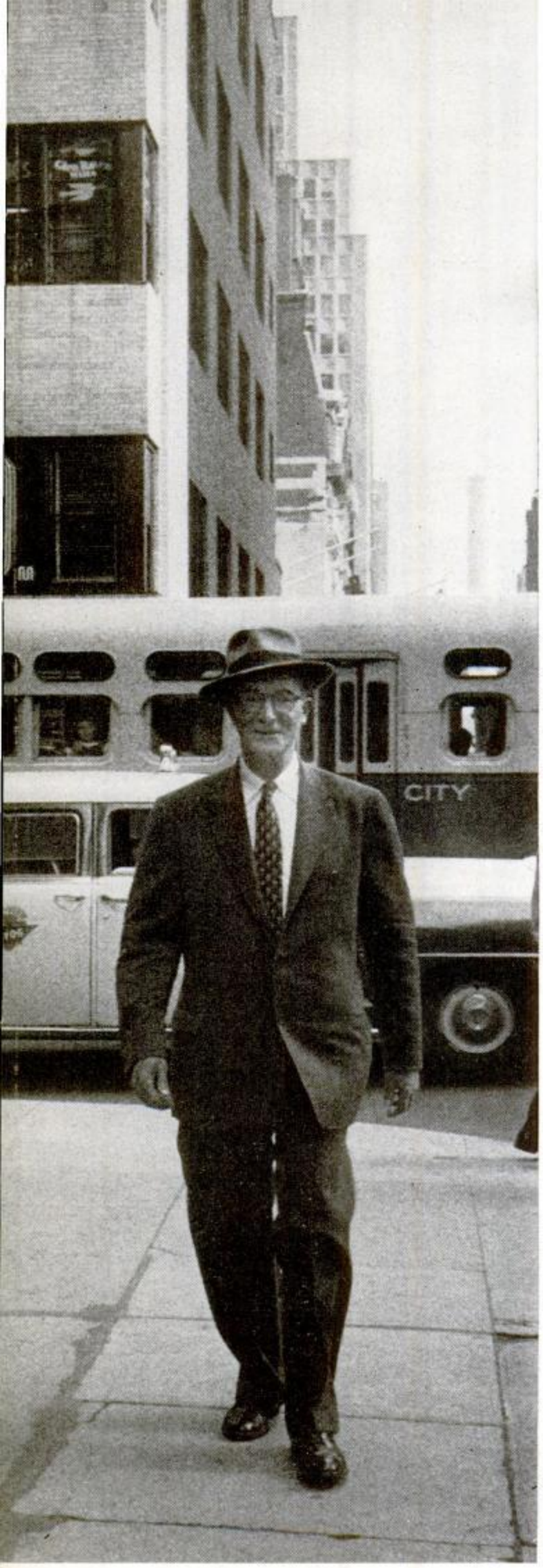
PETER TOWNSEND SETS OUT ON A RIDE FOLLOWED BY REPORTERS ON FOOT →

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COUNTRY FOLKS IN THE CITY

AND

A NEW YORKER OUT IN IOWA



KEFAUVER STRIDES ON EAST 39TH STREET

Politics simmer in east . . .

The torrid race for the Democratic nomination for president last week sent the three chief contenders—none of whom had yet announced formally—hustling far from their home grounds.

Up and down Manhattan ranged Estes Kefauver of Tennessee and Adlai Stevenson of Illinois. Kefauver, in for a non-political speech about his trip to Russia, found plenty of time for talks with New Yorkers who were eager, and had some means, to back him for the nomination.

Stevenson's visit was mostly political—and highly productive. After their conference, New York Senator Herbert Lehman announced that he would back Stevenson, a significant move since he thus parted company with Governor Averell Harriman who had his own plans for '56.



HARRIMAN ARRIVES FOR DES MOINES FARM POLICY SPEECH



STEVENSON AWAITS MADISON AVENUE CAB

. . . and boil up in Midwest

While Stevenson and Kefauver were making time in New York, Harriman invaded Des Moines where an important meeting of Democratic leaders from 12 states was being held. He made a speech on the farm problem, which is emerging as the Democrats' key campaign issue for 1956.

Before Harriman could deliver his speech, however, Stevenson adroitly beat him to the punch by wiring the gathering just what it wanted to hear: he favored quickly abandoning flexible farm price supports and returning to high, rigid supports to check the drop in farm income. Harriman also came out for high supports, at 90% of parity.

The week's competitive honors went to Stevenson, who increased the formidable early lead which he had established.

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FRANCO-AMERICAN IS A TRADEMARK OWNED BY THE MAKERS OF CAMPBELL'S SOUPS

Try this Italian-style sauce for your next Spaghetti meal!

IF YOU didn't *know*, you'd think this magnificent new FRANCO-AMERICAN SPAGHETTI SAUCE came right out of a real Italian kitchen.

It's made with mushrooms! *Hand-picked* mushrooms. Plump, tender beauties, and *plenty* of them.

Plus twelve other tempting ingredients. Like, for instance, onions, garlic, spices, celery. And juicy vine-ripened tomatoes—all cooked together into a rich, hearty sauce with a wonderful *homey* taste like the kind Italians make.

Franco-American Spaghetti Sauce with Mushrooms is the perfect answer to a meatless meal. For that matter, it's a dish to do you proud *any* day.

P.S. on the practical side: Franco-American Spaghetti Sauce with Mushrooms is ready to serve in just 3 minutes, and costs less than 7¢ a serving.

SPAGHETTI SAUCE
with Mushrooms
by Franco-American



TRY THIS ONE, TOO!
Italian-style Spaghetti Sauce with lots of meat!

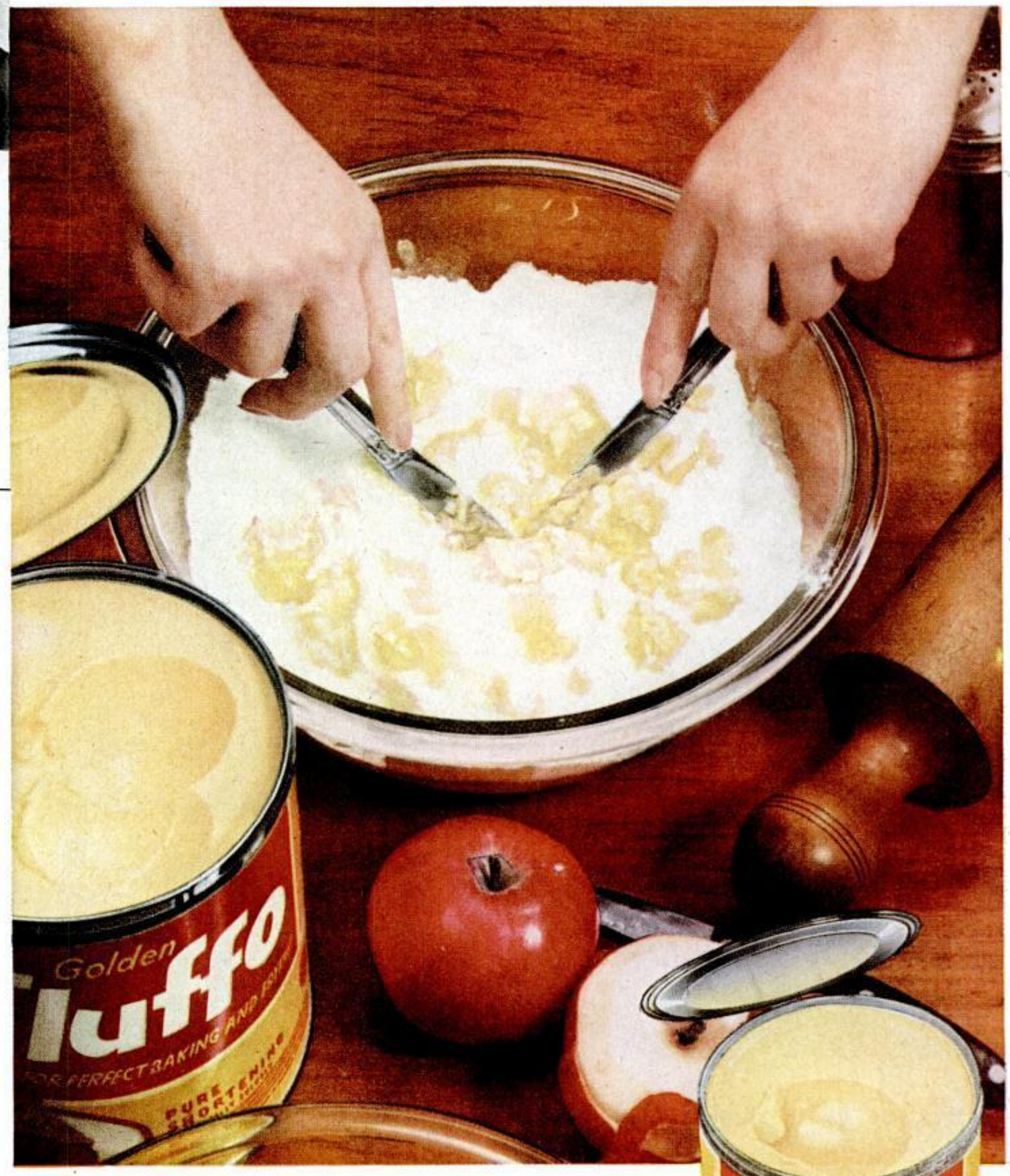
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Cooking champions say: "There never was anything "This fluffy-rich a new ...better in every way than you ever made before!



Mrs. Paul C. McCleary of York, Pa., busy homemaker and young grandmother, is one of Pennsylvania's outstanding baking champions. She says: "You should have seen my family when I baked my first Fluffo pie. They kept saying, 'Just *look* at it!' Fluffo *does* give a pie that's more elegant looking and more delicious. The new *kind* of piecrust it gives makes it easier to win prizes!"

"Fluffo blends better," says Mrs. McCleary *(at left)* . . . "and so makes it much easier to avoid overblending . . . It's easier to work with than any shortening I ever used before . . ."



YES, THE PIECRUST YOU GET from golden Fluffo is really a new *kind* of piecrust — better looking, better tasting, better in texture . . . *actually better in every way* . . . than any shortening ever gave you before!

That's because Fluffo is *different!* Even its color is different — golden yellow. It's a wonderful new *kind* of shortening, blended by Procter & Gamble from better shortening ingredients by an exclusive fluffing process. Years of research went into its making. It's the very finest shortening you can buy . . . *anywhere!*

As cooking champion Mrs. McCleary says: "Fluffo gives more exciting results than white shortening—and is so much more fun to use!"

Use Fluffo — *for a new kind of baking and frying!* It costs no more than other leading shortenings. So digestible, too! The very best cooks are changing to Fluffo . . . *why don't you?*

Golden Fluffo is now available in most areas.

Procter & Gamble's new kind of shortening!

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like it before!"

yellow shortening really gives kind of piecrust!"

She continues: "Fluffo makes the dough so easy to handle, too. The pastry rolls out smooth, tender and beautifully golden – doesn't get ragged at the edges. And it bakes up so beautifully – more evenly golden brown all the way through. My husband says my Fluffo pies *taste* better, too!"



TART 'N' SAUCY APPLE PIE

Apples in apple sauce make the spicy filling twice as fruity, twice as delicious!

FLUFFO PIECRUST

2¼ cups sifted flour
1 tsp. salt
¾ cup FLUFFO
5 tbsp. water

SAUCY FILLING

⅔ cup brown sugar
⅓ cup granulated sugar
1 tsp. cinnamon
½ tsp. nutmeg
6 tbsp. flour
2 tsp. lemon juice
1 tsp. grated lemon rind
2 cups thick apple sauce (or a 15 oz. can of apple sauce)
4 cups sliced tart apples (or a 1 lb. 2 oz. can of sliced apples)
3 tbsp. FLUFFO

Cut Fluffo into flour and salt until mixture looks like coarse cornmeal. Sprinkle water over mixture a tablespoon at a time, mixing with fork until flour is moistened. With hands, shape dough into a ball. Divide into two parts and roll each about ⅛" thick. Fit one piece in 9" pie plate.

Combine filling ingredients (except Fluffo); mix well. Put into bottom crust, dot with Fluffo. Top with other half of pastry. Seal and flute edges. Prick top crust to allow for escape of steam. Bake approximately 40 minutes at 400°F., or until done.

NOTE: Use Fluffo in all recipes that call for shortening; no need to change any measurement.

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GOLDEN

FLUFFO

ALL-PURPOSE SHORTENING, NOT A TABLE SPREAD (Yellow from pure carotene)

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Thought for a "tomorrow" 2 months away

It's only natural to have Christmas in your thoughts—when Four Roses is in your glass.

For you are holding the very symbol of warmth and cheer... the gentle reminder of so many Christmases past. For years, Four Roses has been THE gift whiskey. Others have tried to match the elegant flavor, the superb smoothness, the mellow perfection. Even the costliest have failed.

As you count the days, as you count your friends—the thought for "tomorrow" is Four Roses. But think of the present, too—and of yourself. It's never too soon to enjoy the very finest of whiskies. Never too soon for a glass of Four Roses.



Between now and then...it's FOUR ROSES time!



BLENDED WHISKEY 86.8 PROOF. 60% GRAIN NEUTRAL SPIRITS. FRANKFORT DISTILLERS CO., N.Y.C.

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THE RAINS CAME—AGAIN

CONTINUED ON NEXT PAGE

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PROLONGED DATES AT YALE



STRANDED GIRL, a visitor at Yale who could not leave town for two days, waits for train to Smith.



OVERJOYED STUDENTS in Yale dormitory entertain girl visitors stranded in New Haven by flood.



INTERESTED VISITOR in classroom at all-male Yale is a Wheaton College girl with her date (*left*).



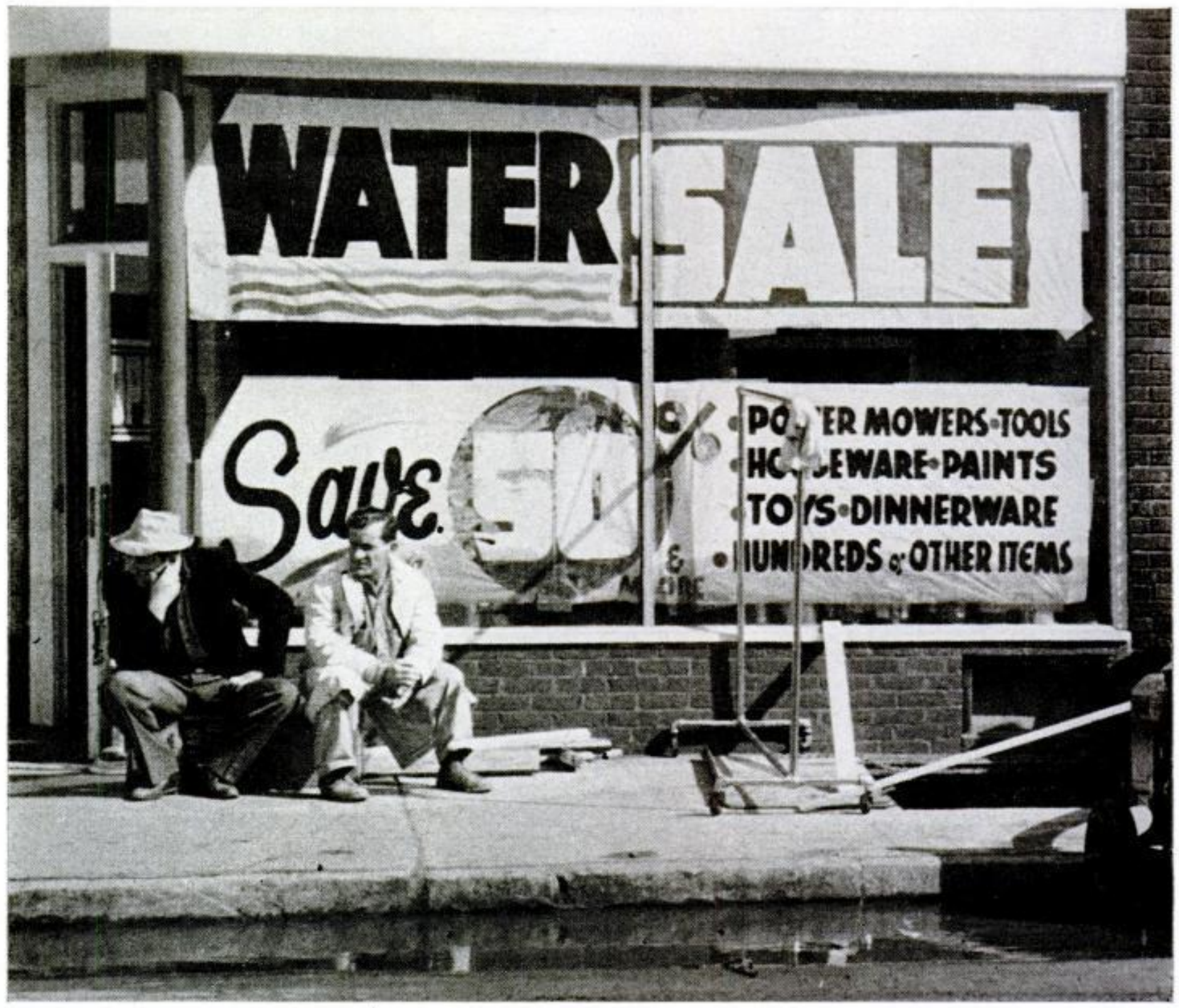
AT WILTON, CONN. TOWNSPEOPLE CONVERSE ACROSS WASHED-OUT BRIDGE WITH COUPLE WHOSE MOTEL

CONNECTICUT IS DISRUPTED BY SECOND FLOOD

The tons of water cascading over the big Croton Reservoir Dam (*preceding page*) outside New York City, flooding over the banks and beating at trees, were emptying out of a vast storm which brought the U.S. northeast its second major deluge within two months. For three days and nights the rain raged on and six states were ruinously awash.

The disaster struck thickly populated areas which had already been hit by floods spawned by Hurricane Diane (LIFE, Aug. 29, Sept. 5). Some 7,000 families suffered damage to their homes and at least 42 people were missing or dead. But the hardest hit was Connecticut, which had taken the brunt of Diane's deluges. There, people and businesses which were still trying to dry out from the earlier storm found their routines disrupted all over again.

The disruption was particularly acute for the many thousands of commuters who travel



TWICE A LOSER, Morton Linett (*left*) sits disconsolately before his hardware store in Ansonia, Conn. while pumps drain basement. Second flood came as he was holding sale on stock damaged by the first.

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WAS ISOLATED BY WATERS OF NORWALK RIVER

WITHIN TWO MONTHS

daily between Connecticut's Fairfield County (27 miles out) and Manhattan. Their suburban struggles were made all the more complicated when the New Haven Railroad had to cancel all its trains for more than a day, then could put them back only on a piecemeal basis. But among the discommoded travelers, a few fortunate ones (*left*) enjoyed an extension of a college weekend at New Haven which was virtually isolated by road or rail for two days.



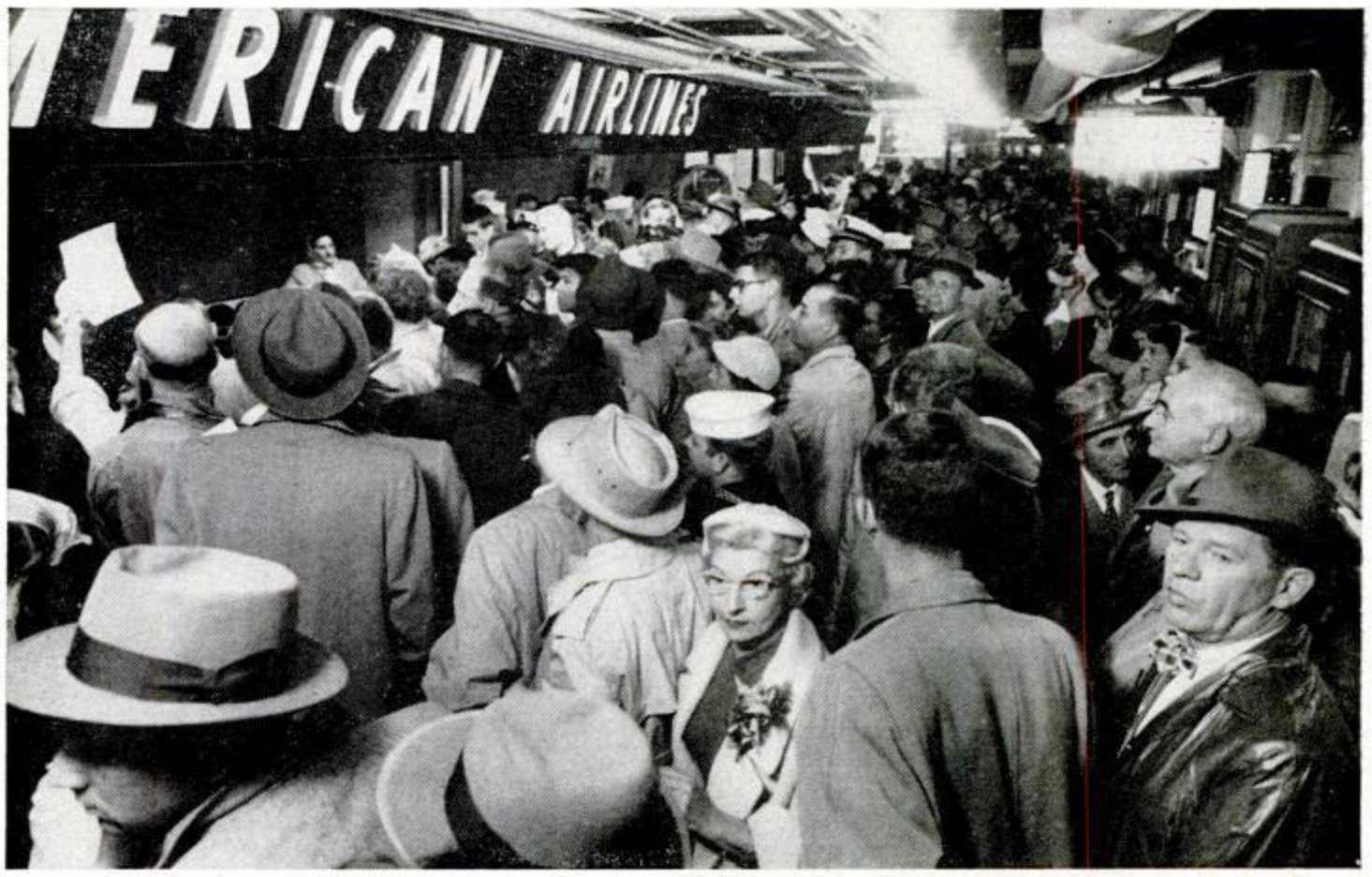
FLOTSAM OF THE FLOOD, matted strands of textile waste from a factory in Norwalk, Conn., hangs from a fallen tree next to an electrified New Haven Railroad line put out of commission by high water.



INCONVENIENCED COMMUTERS, homebound to Connecticut from New York, wait at Stamford station for buses to take them through flood area. On this day trains went only as far as Stamford.



WET PAMPHLETS are dried out by Mrs. Rafi Y. Mottahedeh, an art importer, in home near Stamford.



SEEKING FLIGHT SPACE, after trains had stopped running, travelers to New England wait at ticket counter at New York's LaGuardia Airport where rain and poor visibility hampered plane departures.

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GENEVA: SMILES NEED DEEDS

As a new Geneva conference begins, the fourth in as many months, it is time to ask: What did the others accomplish? What may be expected from this one? In swift succession we have seen the meeting at the summit, negotiations between the U.S. and Red China, the atoms-for-peace parley, and now the meeting of foreign ministers to see what substance can be extracted from the smiling "Geneva spirit."

We must not expect too much, looking for either a victory or a defeat, as in a baseball game. A newsman called the July meeting at the summit an armistice for the war that never happened because it was too dangerous to fight. The October Geneva is an attempt to write a peace that is not yet won. Wars once took as long as 30 years to finish; it may take longer than that to win the peace. Our job is to keep the long view while seeing clearly where we stand at the moment.

As many feared, and as the Soviets undoubtedly intended, *distensione* has made the free world nations relax their guard and even feel that they can afford the luxury of bickering. The Turks have committed outrages on their Greek minorities, thus weakening the Balkan alliance. France has mishandled the colonial independence movement so badly it has had to send three fifths of its NATO troops on suppressive missions which abet Communist propaganda. Egypt is threatening the peace in the Mideast by ordering Communist arms. The Red Chinese have gotten many MiG-15s, now being superseded in the Soviet air force. They have air superiority in the Formosa Strait and thus can start big trouble any time they dare. As against these losses, there are a few gains: Red China's release of 27 Americans and its promise to release all; the start of free exchange of information among the world's atomic scientists; and a freer general exchange of travel and information on both sides of the iron curtain.

The greatest gain of all is the West's capture of the moral leadership for peace, through the sheer force of President Eisenhower's magnetism and sincerity. This, his greatest accomplishment at the first Geneva, remains our greatest asset at the fourth. Not only did he shatter the Communist-created stereotype of an aggressive U.S., so that even the Soviet leaders publicly said they believed him, he also won the incalculable force of world public opinion as a lever to pry positive concessions out of the Soviet smiles. The power of this force was evidenced in Bulganin's hasty retreat after he had seemed lightly to reject the President's proposal for military blueprints and aerial reconnaissance. Indeed, the President's illness has even reinforced this moral authority; nobody could fail to be impressed by his writing from a sickbed a second, personal plea to Bulganin to accept this plan, offering to accept a Soviet ground-inspection proposal in return.

In sum, if the Soviets intended the Geneva spirit merely to soften us, the President's patient persistence has put them, instead, in a position where they now have to put up or shut up.

Secretary Dulles goes to the fourth Geneva able to demand deeds as well as words, and it is the Soviets who stand to lose in world opinion if the deeds are not forthcoming. On the three major items of the agenda—1) European security and German reunification, 2) disarmament and 3) widening East-West contacts—it is they who must produce if the Geneva spirit is to live on. If they refuse reunification, they, not we, keep the Germans apart. If they reject the President's inspection plan, world public opinion will condemn them. If they really wish to widen East-West contacts they can do so by removing the curtain. If they do none of these things their smiles will not be worth a shrimp's whistle.

Even if they do all three, a true perspective on this conference will not permit us to proclaim genuine peace. Its agenda does not even include two other points Eisenhower lists as essential to such a peace, 1) restoring satellite peoples to self-government, 2) abandoning international Communist subversion of free states. But if total success at this Geneva would not bring true peace, neither would total failure mean war. The greatest accomplishment of the first Geneva was the tacit acceptance by both sides of the fact that major war must be avoided. That hard fact will remain whether the Geneva spirit proves real, or evaporates. If it does evaporate, both sides will simply go on pursuing their aims—in our case, enlarging the areas of freedom—by other means.

HOW DEAD IS STALIN?

Hot, cold or lukewarm, relations between the U.S. and the Soviets are the world's gravest political problem, and there is no point in trying to oversimplify it. At some risk of that, nevertheless we pass along an idea that may help anti-Communists decide how to think about Russia's "new look." It might even be useful to our diplomats.

When Khrushchev, Bulganin & Co. patched things up with Tito last summer, they tried to make the late Beria their scapegoat for the seven-year rift between the two Communist countries. Tito didn't buy that; he has publicly stated that Stalin should share the blame; and the Russians did not try to refute him. Indeed there are signs that Khrushchev & Co. are willing to let Stalin take the blame for a lot of things—that they are almost as ashamed of him as they ought to be. Stalin's son Vassily is rumored to have died in a slave labor camp and his daughter to have been banished from Moscow. Asked how their new *Kollektivnost* (dictatorship by committee) could prevent the rise of another Stalin, one Russian is reported to have replied, "If we see symptoms of Stalinism in any 10-year-old in Russia, we will eliminate him." In short, the new rulers of Russia seem to realize that Stalin's memory is not their strongest political asset, at home or abroad.

Now for the idea. Why not use Stalin as our weapon in the lukewarm war? His name belongs on any and all Communist acts and policies which keep that war going. The division of Germany is a Stalinist division. All Russian satellites are under Stalinist oppression. The slave labor camps are a Stalinist invention. The secret arms race is Stalinist rearmament. The list can be as long as we like, for in fact there is no political crime of which Stalin was innocent. And by thus accurately labeling them, we make it harder for Khrushchev & Co. to defend what they retain of Stalinist policies, and easier for them to abandon positions that still endanger peace.

Sure, things are different in Russia since Stalin died. There is a big difference between the old monster and the tipsy salesman Khrushchev, between the former's iron curtain and the latter's strings of shells, beads and peasant sayings, many of them true. But there is not yet difference enough. With Stalin as our common scapegoat Communists, anti-Communists and neutralists can all agree to change things a lot more.

As to the highly charged theoretical question of whether Communism and freedom can in fact coexist, that, like the H-bomb war, can also be postponed indefinitely—while all concentrate on killing Stalin dead.

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Rub-a-dub-dub, three men in a tub--

Just look at the smiles on their faces!

Though lost far from shore, they've got Jell-O galore!

Now, wouldn't you like to trade places?

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JELL-O
BRAND
GELATIN DESSERT
SEVEN DELICIOUS FLAVORS

JELL-O IS A REGISTERED TRADE-MARK
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CHRYSLER DOES IT AGAIN... FOR 1956!

ANNOUNCING THE NEW

SEE IT . . . THEN GET THE THRILL OF PILOTING IT YOURSELF!

New FirePower V-8 Engine!

A new, more powerful version of the first airplane-type V-8 engine in any American car . . . and the highest-rated automotive engine design in the world.

New PowerPilot Steering!

This new fully-powered steering gives you a positive feel-of-the-road all the time, because its power assist works all the time. Never cuts out.

New Pushbutton PowerFlite!

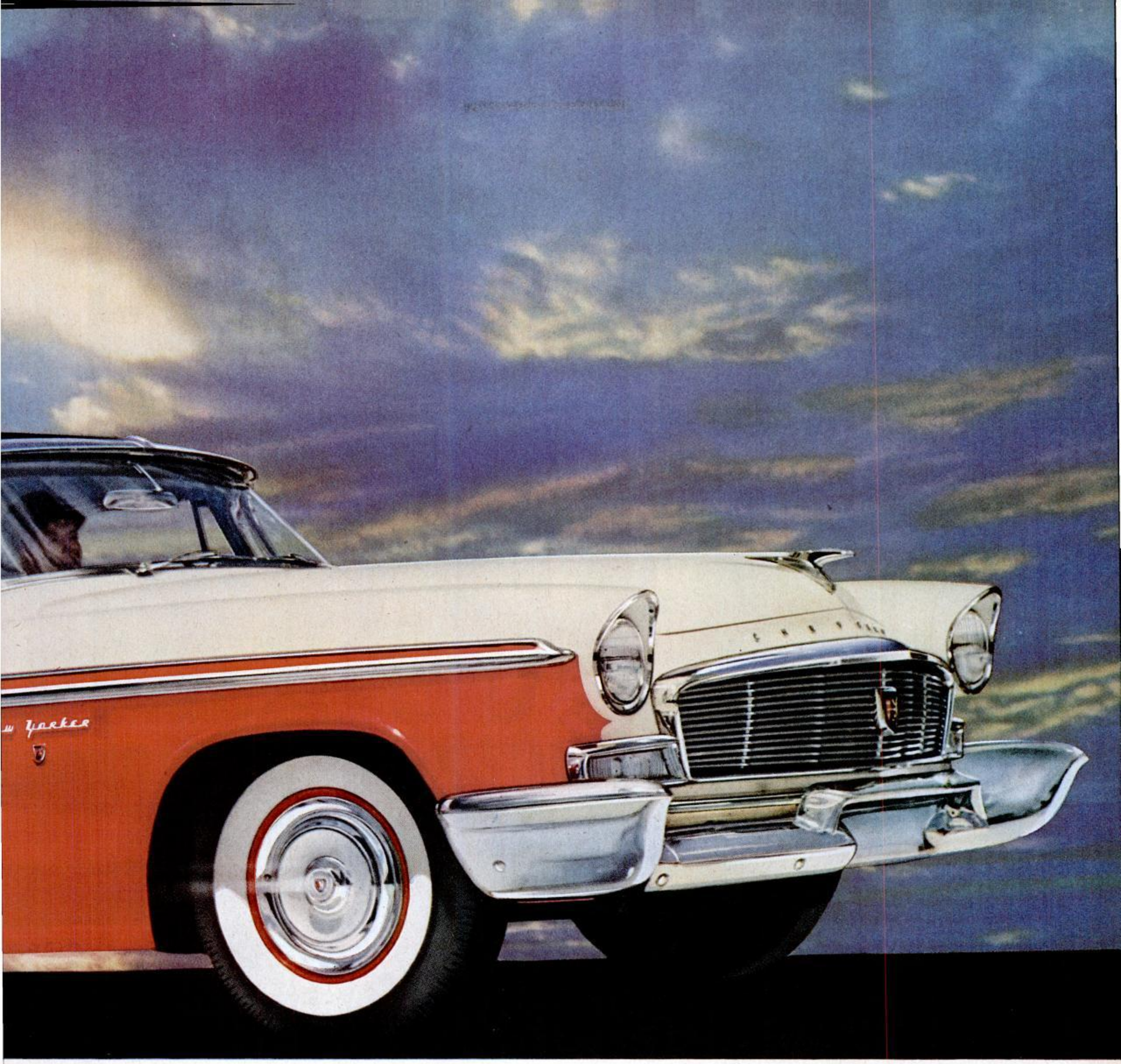
(Illustrated at right) The world's most automatic transmission, now operated by simple pushbuttons on the dashboard. It's as easy as ringing a doorbell.

New PowerSmooth Brakes!

They give you the safest, most velvety braking of all. Outlast the next-best brakes 2-to-1! Even stopping the car becomes a wonderful experience!



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"PowerStyle" CHRYSLER

You're going to see and hear a lot about the new "PowerStyle" Chrysler in the weeks and months ahead; it brings you so much that's new . . . from the unusual outrigger front bumper to the long sweeping flight-swept rear fenders. Here is a car deliberately designed to draw cheers and second glances. This is how power *looks!*

When you get in and drive, you feel for the first time the most glorious sensation of freedom and release any motorist ever knew. You experience the thrill of commanding Chrysler's four new and exciting power features—New FirePower V-8 Engine, New PowerPilot Steering, New Pushbutton PowerFlite, New PowerSmooth Brakes.

In addition, Forward Look thinking for 1956 adds many other new advances to the long, long list of famous Chrysler engineering "firsts."

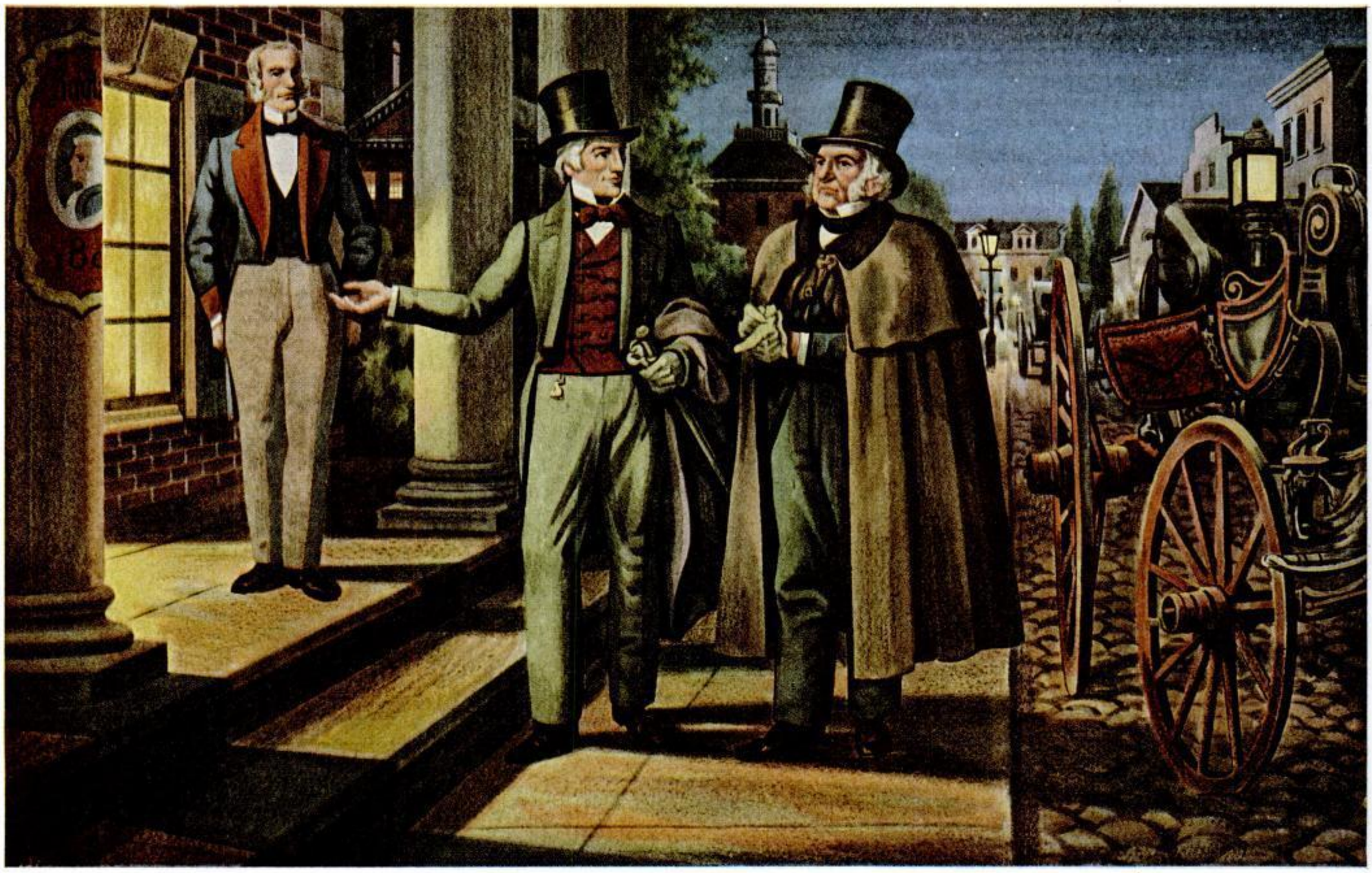
But there's no substitute for actually seeing the new "PowerStyle" Chrysler and taking your first thrilling ride. Your Chrysler Dealer cordially invites you to do just that. Stop by today and discover all the wonderful things that are in store for you!

TWO MORE FABULOUS CHRYSLER "FIRSTS"* • For the first time in any car, a high-fidelity long-playing record player! Now you can enjoy your favorite music while you drive!..New instant airplane-type heating system. No waiting. Warms your car from zero to living room temperature in a matter of seconds!

**Optional equipment*

NOW MORE THAN EVER . . . AMERICA'S MOST SMARTLY DIFFERENT CAR

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GEN. WINFIELD SCOTT AND HENRY CLAY ATTEND A DINNER, 1840

At home, or when dining out, as he did with Gen. Scott at Boulanger's famous restaurant in Wash., D. C., Senator Clay took pleasure in introducing his guests to his favorite bourbon, Old Crow.

OLD CROW

Kentucky Straight Bourbon Whiskey

From the day it was created on the Kentucky frontier back in 1835, Old Crow was marked for greatness. Today, you may share in the glories of its past, and enjoy the pleasures of its presence, in either the highly popular, milder 86 Proof bottling, or in the world-renowned 100 Proof Bottled in Bond.



NOW—TWO GREAT BOTTLINGS!

Today available in a milder, lower-priced
86 Proof bottling as a companion to the historic
100 Proof Bottled in Bond

"The Greatest Name in Bourbon"



THE OLD CROW DISTILLERY COMPANY, DIVISION OF NATIONAL DISTILLERS PRODUCTS CORPORATION, FRANKFORT, KENTUCKY

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ONE END OF CLOTH CLENCHED BETWEEN HIS TEETH, JESSE OWENS LEARNS THE TRICK OF TURBAN-WRAPPING IN MANNER OF THE SIKHS AS HE VISITS NEW DELHI

A FAMOUS ATHLETE'S DIPLOMATIC DEBUT

In color-conscious India on a goodwill tour, Jesse Owens displays fancy headwork and footwork

An Indian naval officer looked at Jesse Owens bound up in a gift turban and said approvingly, "All he needs is a beard and he would pass for a Sikh any day." Owens had been in New Delhi only a week, but he already was regarded by the Indians as a warm friend—and by the U.S. State Department as one of the best goodwill ambassadors it ever sent abroad.

One of America's most prodigious athletes, Owens had set three world's track records and tied a fourth in one day in 1935 and had won four gold medals at the 1936 Olympics. Today at 42 he is a Chicago businessman and was recently named to the Youth Commission of Illinois. Asked by the State Department to tour color-conscious India, Owens was a practically perfect envoy in a country which has violently exaggerated ideas about the treatment of Negroes in the U.S. He coached Indian athletes, spoke at schools and generally charmed everybody in sight. An overwhelmed New Delhi columnist saluted Owens' departure by calling him "the darling of many a heart. . . . No visiting dignitary has endeared himself to sportsmen as Owens did."

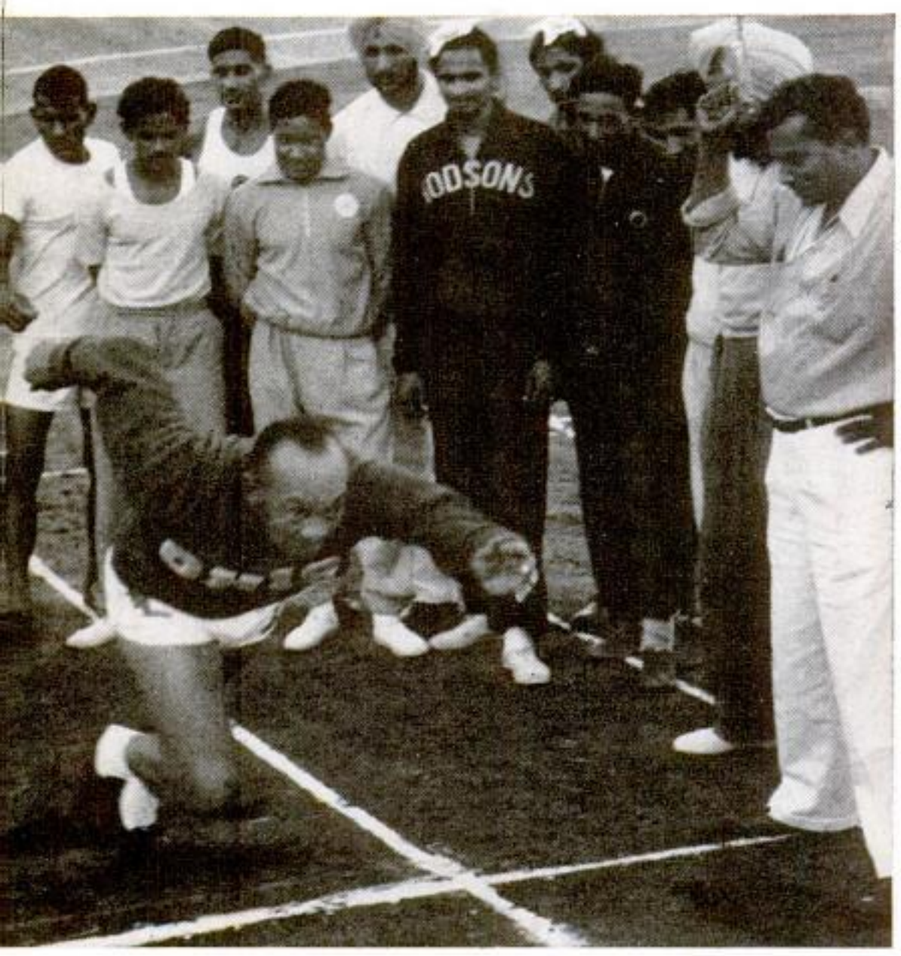
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Diplomatic Debut CONTINUED



FLOWER BEDECKED, Owens is greeted at New Delhi airport by a committee of Indian sportsmen.

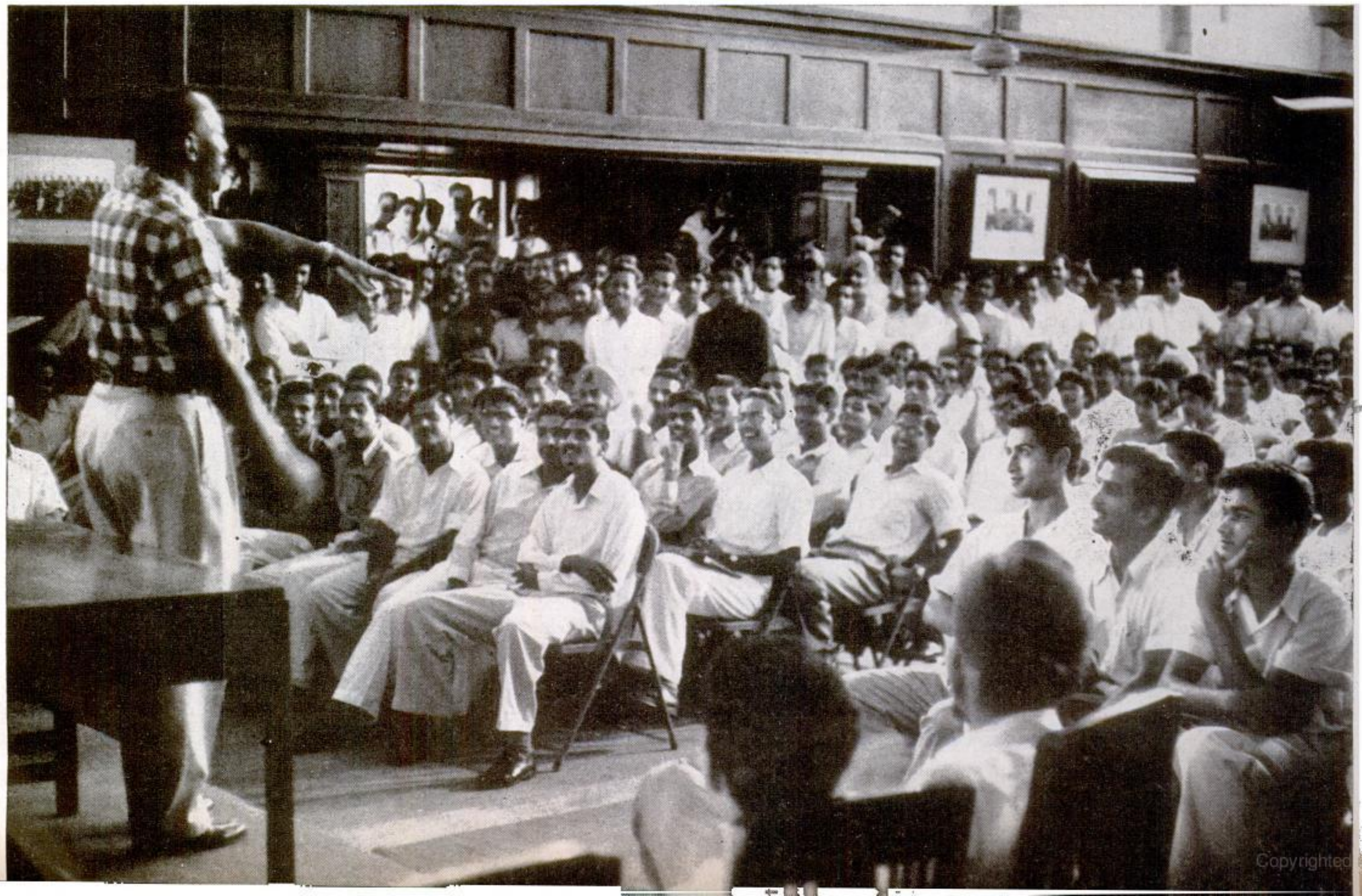


CHAMPION'S FORM, with the body low and arms swinging, is shown by Owens for Indian sprinters.



ARITHMETIC LESSON by Owens interrupts the routine of a class of 6-year-olds at a Delhi school.

APPRECIATIVE AUDIENCE of Delhi University students listens to Owens talk on sportsmanship.



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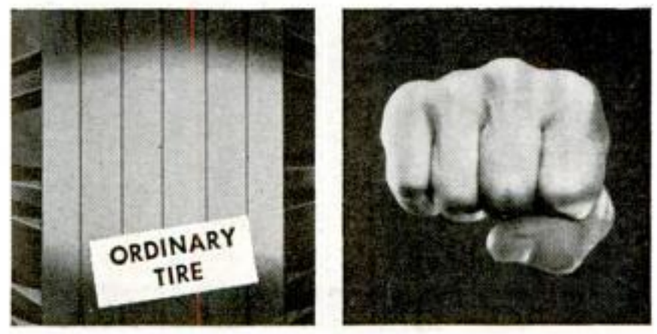
ARMSTRONG—Only Snow Tire with a KNOCK-OUT PUNCH FOR SKIDS!



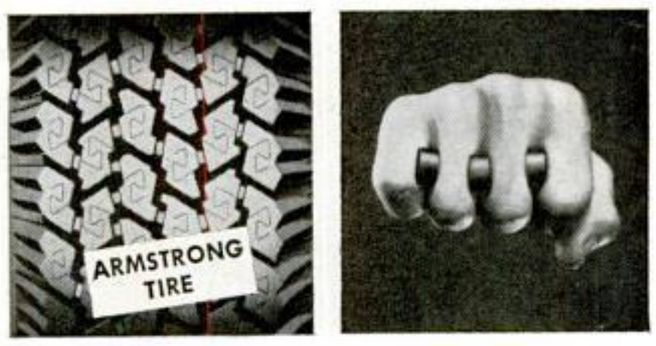
ARMSTRONG'S

"Ounce of Prevention"

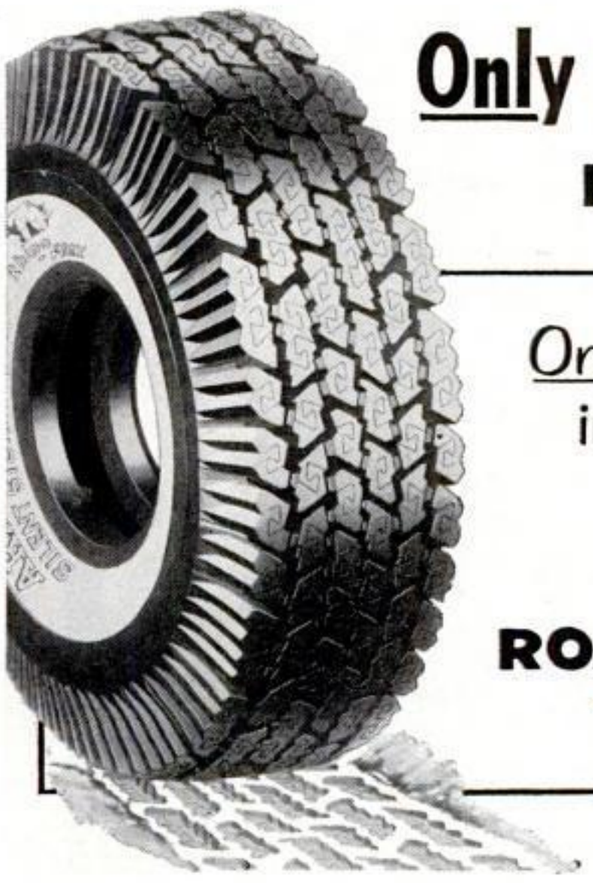
Safety Discs give greatest skid protection ever!



Just like the edges of your fist, tread ribs of ordinary tires tend to compress into a smooth and slippery surface under brake pressure. This pressure causes the tread to lose its grip on the road — *and you skid!* Icy, snowy roads become death traps.



With Armstrong Snow Tires, patented interlocking tread *can't compress! Can't* squeeze together. For, just like your fingers when you put rubber discs between them. "Ounce of Prevention" discs keep the gripping edges apart. You get *43% more traction.* Tread *can't* lose its grip on icy or snow covered roads . . . thus *preventing dangerous skids!*



Only Snow Tire that rides silently even on dry pavement!

NO DRONING — NO MOANING — NO GROANING

Only snow tire with interlocking tread... gives up to **43% MORE ROAD-GRIPPING TRACTION**

Amazing new Armstrong Silent Storm King Tires protect you and your family as no other tire can, from *skids* — the *major cause* of tire failure accidents.

This new tire has been tested for traction, total mileage, stability and riding comfort against *every mud and snow tire* available to you today. *None came close on any count!*

Armstrong gives you safer, surer grip on packed snow and ice . . . up to *43% higher traction* in deep snow than any other tire. Armstrong gives you almost *twice* the tire mileage!

Armstrong's engineering experts have eliminated annoying road noises present in *all* other snow tires. Silent Storm King Tires are so *silent* you can leave them on your car *all year 'round!* You can talk to back seat passengers without raising your voice.

Visit your Armstrong dealer today. Find out how little it costs to drive worry-free in *any* kind of weather.

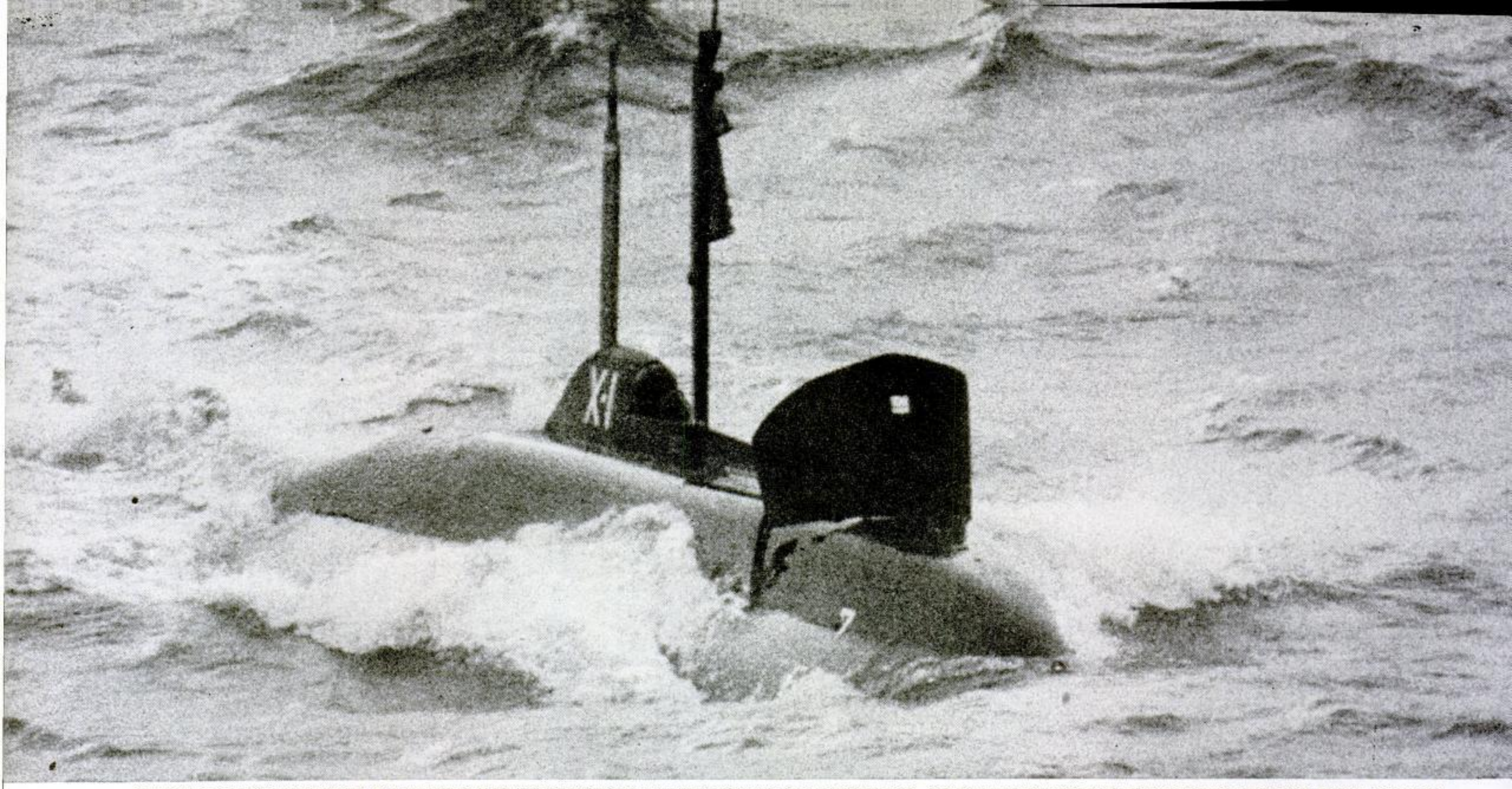
Armstrong Silent Storm King Tires Carry The Usual ARMSTRONG LIFETIME ROAD HAZARD UNCONDITIONAL GUARANTEE!

ARMSTRONG *Silent Storm King* TIRES

TUBELESS AND REGULAR

MAKERS OF ARMSTRONG PURE FOAM FOR FURNITURE AND BEDDING, HOME OFFICE WEST HAVEN, CONNECTICUT

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CRUISING ON THE SURFACE, X-1 MINISUB HAS ITS PERISCOPE AND BREATHING TUBE EXTENDED. ITS FORWARD WATER SHIELD IS UP TO PROTECT SMALL COCKPIT

MINE-LAYING MINISUB

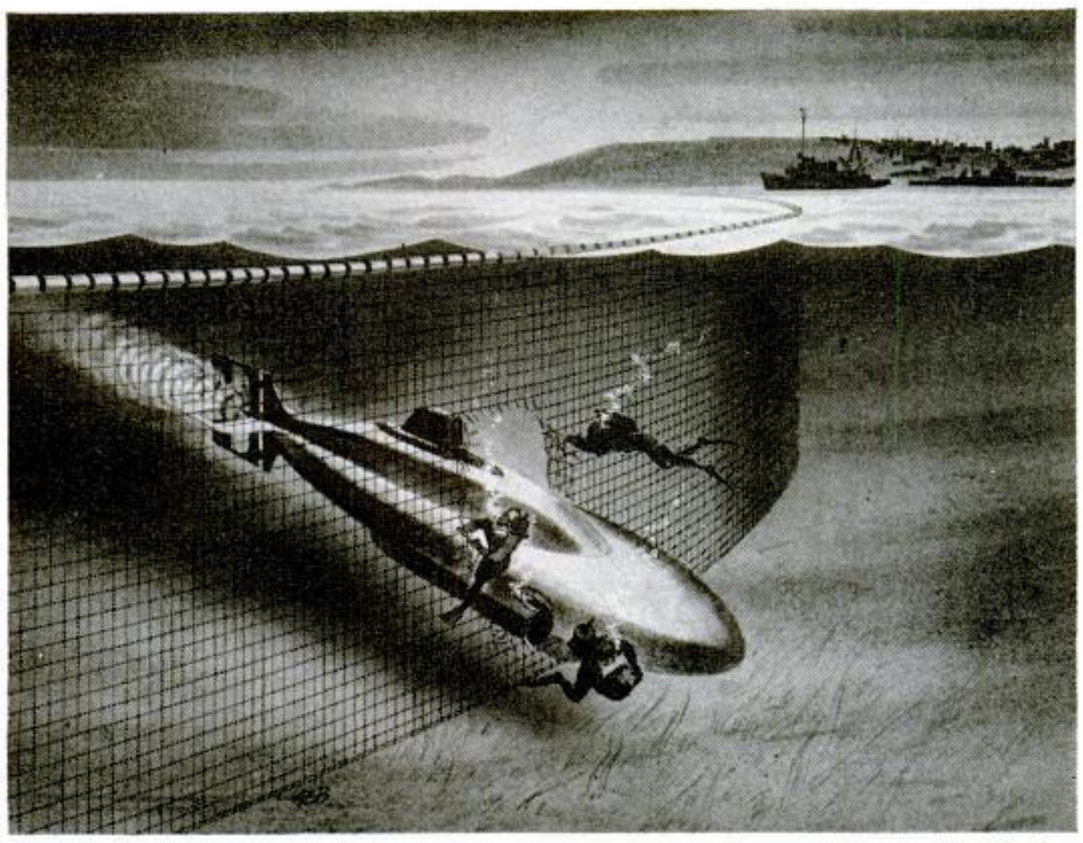
The Navy unveils a menacing new atomic punch

The first midget submarine ever built for the Navy, the U.S.S. *X-1*, or "minisub," knifed through the waters of Long Island Sound early this month in its first public performance. Newest addition to the Navy's growing underseas fleet, the 50-foot, 25-ton vessel is manned by a crew of five qualified frogmen. Submarine experts speculated that the power plant of the X-1 is a U.S. adaptation of the German Walther-cycle engine which receives its oxygen supply from hydrogen peroxide enabling the craft to operate submerged for extended periods. The X-1, constructed by the Fairchild Engine and Airplane Corporation, has a periscope but no torpedo tubes.

In wartime, the ship's primary role will be to sneak into enemy harbors—having been transported to the scene by a mother sub—and plant nuclear mines as shown in the drawings. After stiff Navy trials X-1's first peacetime mission will be to test the effectiveness of U.S. harbor defenses.



LEAVING MOTHER SUB which took it to combat area, X-1 is shown in drawing heading for enemy port. Crew uses underwater lungs to board the smaller sub.



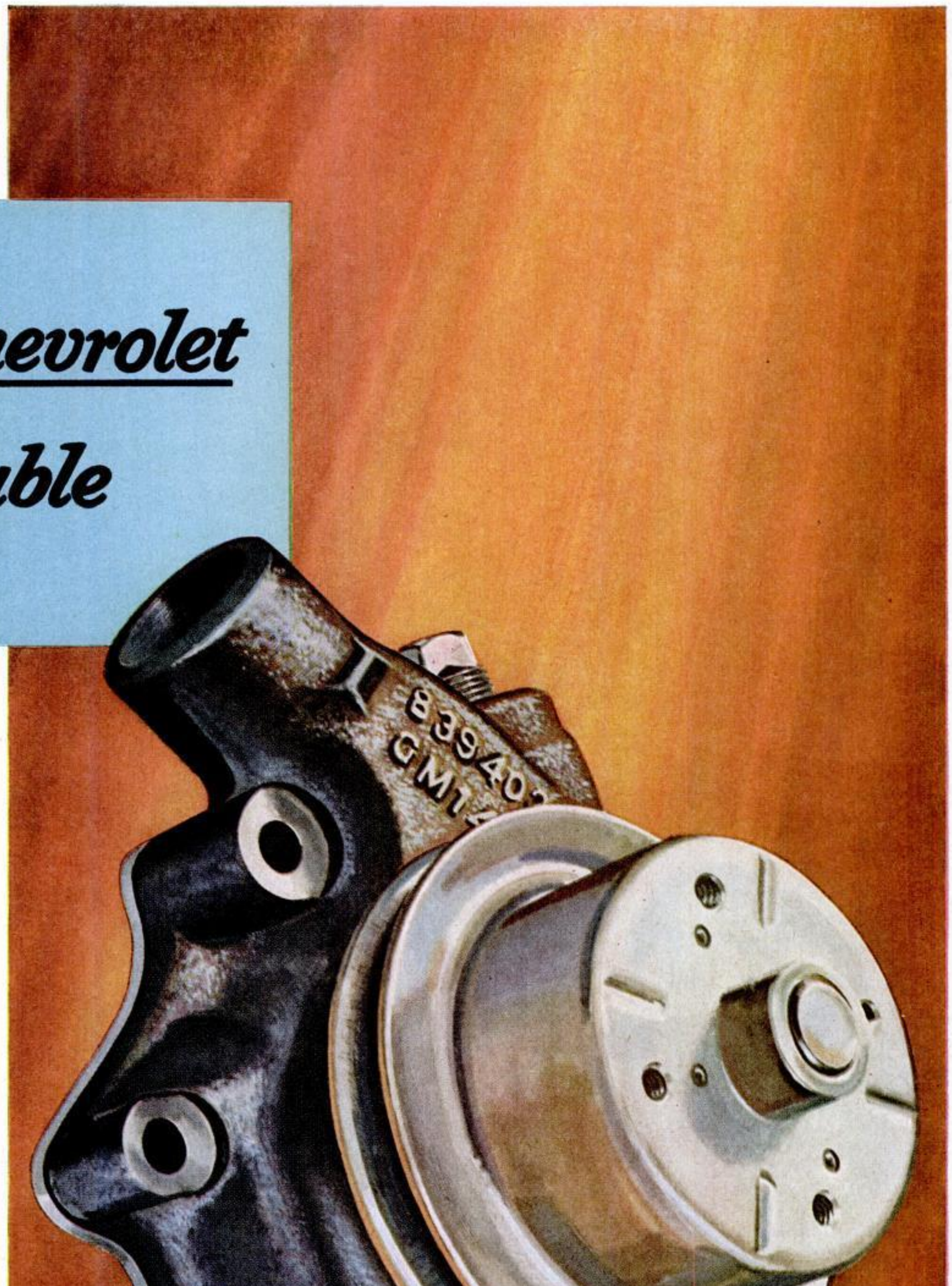
PENETRATING ENEMY HARBOR, X-1 slides through gap in net which has been cut by frogman crew. Mines are unloaded through a hatch in the bow.



MAKING FAST GETAWAY, X-1 prepares to reboard mother sub while nuclear mines it left behind erupt. Top speed of minisub underwater exceeds 10 knots.

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Keep your Chevrolet Dependable



Dependability Is Built Into *Your* Chevrolet — Part by Part

Dependability means efficient, economical operation, anytime, anywhere.

A Chevrolet water pump like this is the heart of your car's cooling system. It's capable of pumping over 2600 gallons of water an hour. It must be built right to perform right.

So when you replace a water pump — or any other Chevrolet part — insist upon parts made of the same top quality materials and with the same uncompromising standards of workmanship and precision as the original, factory-installed parts. To be sure ASK FOR GENUINE CHEVROLET PARTS. Keep your Chevrolet dependable — mile after mile — with genuine Chevrolet parts, installed by your Chevrolet dealer and leading independent servicemen everywhere!

AVAILABLE WHEREVER YOU GO

GENUINE CHEVROLET PARTS

MADE TO FIT RIGHT... FUNCTION RIGHT

YOUR CHEVROLET DEALER

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Now! Fiberglas* fabrics with beauty—plus . . .

See what happens to sunlight when it comes through Fiberglas draperies! They eliminate glare, soften and diffuse light! Flood your rooms with that airy indoor-outdoor feeling — without sacrificing privacy. They can't sun-rot so they never need linings. What's more, the special thermal properties of Fiberglas fabrics help insulate your room against both heat and cold.

Only Fiberglas fabrics combine all these window-perfect features:

Super soil-resistance and easy washing *plus*

No ironing and no need for stretching *plus*

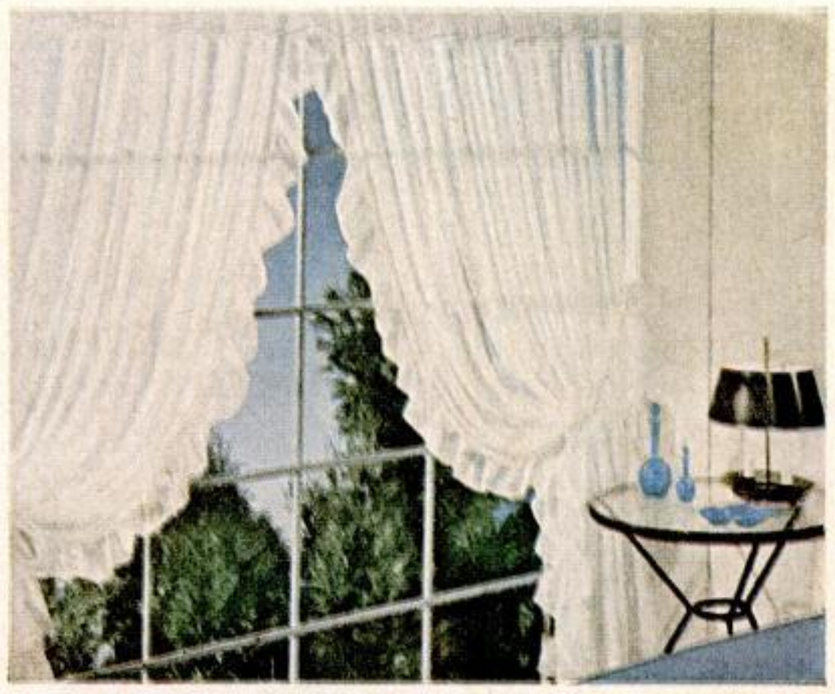
No shrinking, sagging, rotting or mildewing *plus*

No sun-deterioration and longer-lasting colors *plus*

Light control *plus* heat control!

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Snowy **Fiberglas curtains** are the easiest to care for! Wash and hang in 7 minutes . . . **never need ironing! Stay white and crisp** without bleaching or starching!



No-iron Fiberglas curtains and draperies never shrink, stretch or sag . . . never mildew . . . **never sun-rot!** Now in a wonderful choice of **new ready-made styles.**



MANUFACTURERS TRUST CO. NEW FIFTH AVE. OFFICE

In addition, there are hundreds of **new colors and prints by-the-yard** for offices as well as homes. **Not expensive either.** At smart stores and smart windows, everywhere.

For more information and free sewing instructions, write: Dept. 10-J, Owens-Corning Fiberglas Corp., New York 22, N. Y.

for today's home

These amazing and beautiful fabrics are now being shown and may be purchased at leading stores from coast to coast. Now open: New York's newest and smartest show room . . . the Fiberglas Fabrics Shop, 16 East 56th Street, which dramatically displays Fiberglas fabrics in new textures, colors and designs, in sunlight and night lights.

*T. M. Reg. U. S. Pat. Off.

OWENS-CORNING

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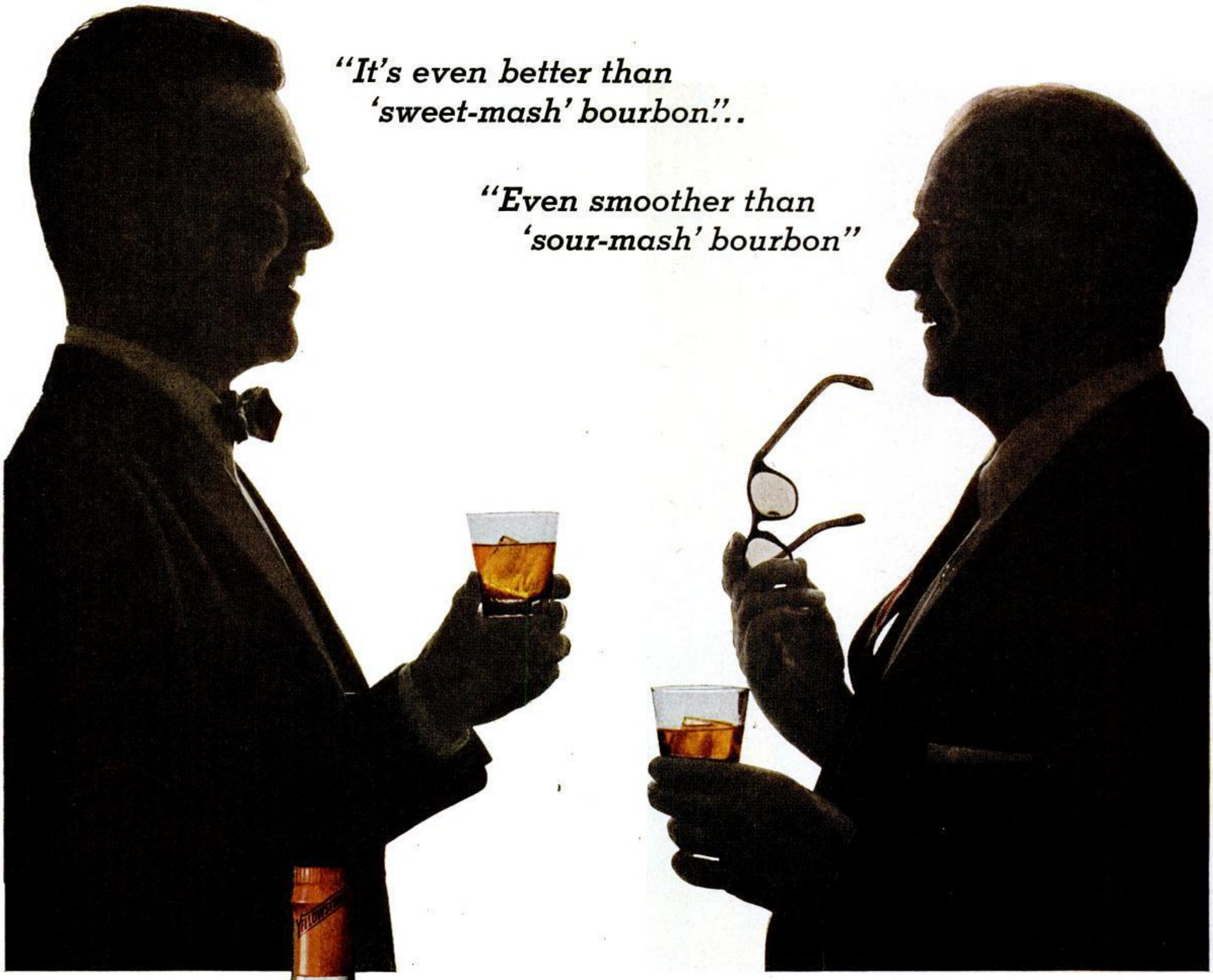
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Look for this label!

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"It's even better than 'sweet-mash' bourbon."..

"Even smoother than 'sour-mash' bourbon"



The one and only "mellow-mash" bourbon...

Mellow Yellowstone

KENTUCKY STRAIGHT
BOURBON WHISKEY
100 PROOF BOTTLED IN BOND
ALSO AVAILABLE
IN 86 AND
90 PROOF

For over 100 years, people have been discovering something "new" in old Kentucky. It's a *different* bourbon—better, smoother, remarkably free of bite.

The reason? It has the best characteristics of sour-mash bourbon and sweet-mash bourbon. It's one step better—*mellow-mash*, the exclusive Yellowstone way of achieving full-bourbon flavor with light body.

People outside Kentucky are discovering this old favorite. Why don't you? Once you taste it, you'll know why it's called "the greatest American whiskey!"

THE ORIGINAL "NO-BITE" BOURBON IN THE OLD KENTUCKY BOTTLE!

DISTILLED AND BOTTLED BY YELLOWSTONE, INC., LOUISVILLE, KY., DIVISION OF GLENMORE DISTILLERIES COMPANY

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How You Can Help Johnny to Read

'And' Plus Prefixes Adds New Words for Pupil

Lesson Number 14

Today we will try to make some words. We will start with and.

and Sound it out. You and I can see and.

now, let's put some letters in front of and.

band B-and. Remember this sound buh—boy, bit, big? Then what is band?

Now, let's try h. Remember he, hat, his, has.

hand Can you see the hand?

land The sound l is new. Sound out luh—land. The farm is land.

Now we have learned: and, band, hand, land.

See the bee.
The bee bit the hand.
The boy and the girl ran.
Is the band free?
Yes, the band is free.
The cake is hot.
Go dig the land.

A BIG ROW OVER READING

Paper's primer adds to argument

In Salt Lake City the Salt Lake *Tribune* was publishing something special for the children (*above*) and thereby plunged into the biggest educational controversy in years.

The reading primer the paper printed was an indirect result of Rudolph Flesch's best-seller, *Why Johnny Can't Read* (Harper, $3). Flesch charged that the nation's children read poorly because schools have abandoned the old-fashioned phonic method of teaching by the sounds of letters. Instead, Flesch said, they were teaching by whole words. Thousands of parents have read the book, which has been syndicated in 120 newspapers, and taken up Flesch's cry for a return to phonics.

When its readers demanded that the newspaper do something about the problem, the *Tribune* commissioned a Utah educator to prepare its instructive series which relies heavily on phonics. Parents, eagerly using the daily lessons (*right*), were grateful. But educators criticized the series for not coordinating with the methods actually used in the classrooms (*p. 58*).



TEACHING AT HOME, Mrs. Mary Stewart uses rhyming words, cut from *Tribune* and pasted on cardboard, to help her second-grade son with his reading. She feels the series has been a help to him.

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DIVERGENT VIEWPOINTS



COLLEGE PROFESSOR Leon B. Linford, physicist at University of Utah, criticizes the schools for its graduates unable to read "with comprehension."



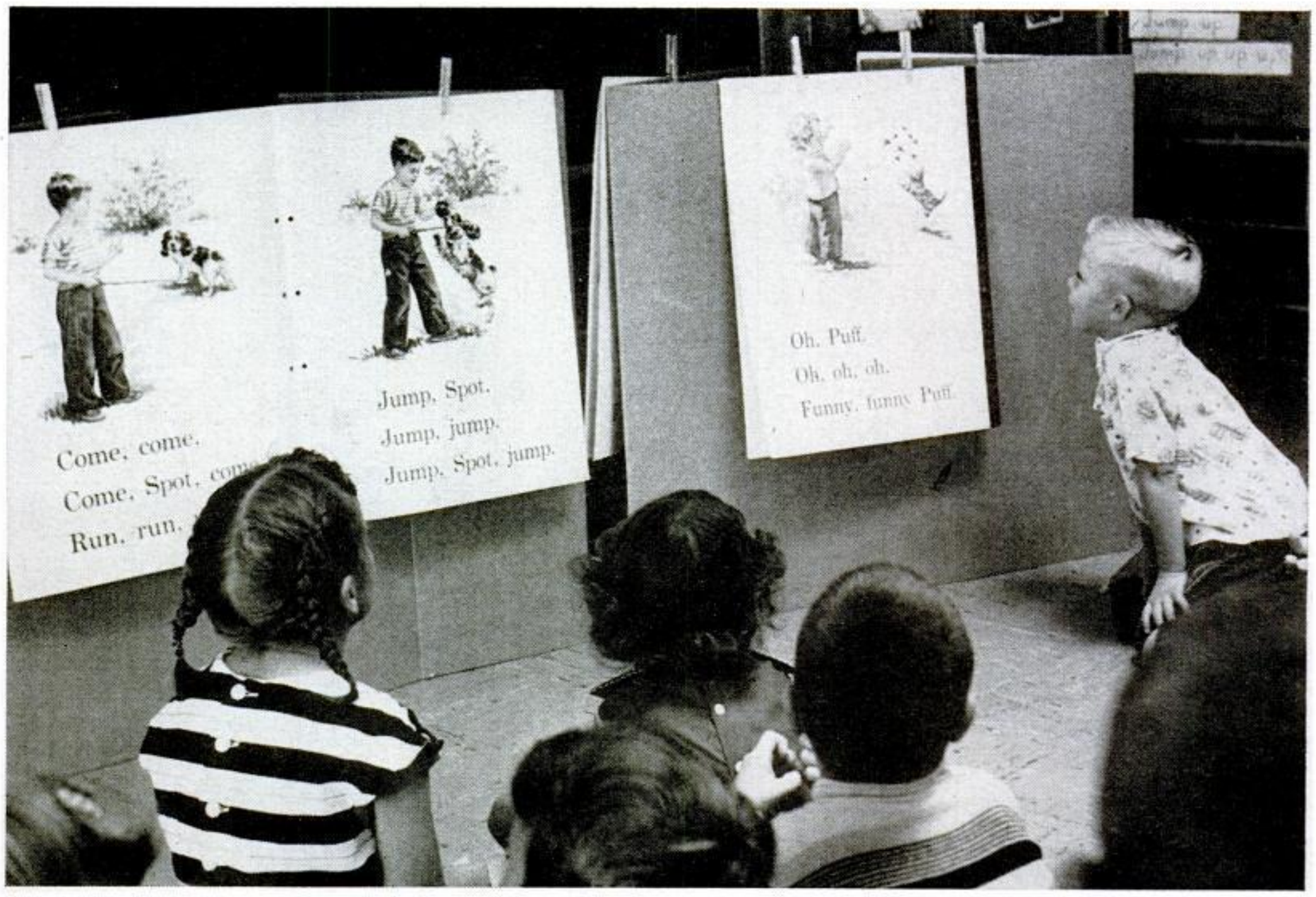
OUTSPOKEN PARENT, Mrs. Janet Kirk, blames schools in Salt Lake City, where she graduated seven years ago, for fact "I can't read, write or spell."



SCHOOL SUPERVISOR Margaret Williams defends teaching methods in use but suggests parents could help by encouraging more reading at home.



SATISFIED PARENT Mrs. Thelma Butterworth, whose school-age children are good readers, feels that the schools' teaching methods "make good sense."



WORD METHOD calls on first-grader to read aloud whole words which, through repetition, he learns to recognize by sight. Later in the year, when these pupils have built up a small reading vocabulary, they begin getting phonics.

TEACHING WITH A COMBINATION OF APPROACHES

In Salt Lake County, as elsewhere in the U.S., educators admit that many children can and should read better. But they dispute Flesch's main argument: "that there is only one way to teach reading and that all our schools obstinately persist in using another method that doesn't work." The fact is that most schools actually use two approaches—one emphasizing sounds (*below*), as Flesch does, and another emphasizing whole words (*above*), which he criticizes.

Flesch's arguments have found ready acceptance partly because many parents recall the time when, beginning in the mid-1920s, U.S. schools virtually threw phonics overboard in favor of the whole word method. But, having seen the shortcomings of the word system by itself, the schools began during the 1930s to adopt the now widespread practice of using the methods jointly to supplement each other. The way to better reading, the educators argue, lies not in different methods but in a whole host of solutions from smaller classes to better teachers.



PHONIC METHOD is used by teacher as her second-grade students call out similar sounding words such as "rear" and "Sears." The purpose of this is to teach sounds letters make by showing how they are used in familiar words.

CONTINUED

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"Fancy wine experts slay me," says Peter Lorre



"All I know is Virginia Dare Wine sure tastes good!"

"In spite of my reputation for international wickedness, I am a man of simple tastes. Years ago, I found a wine that suits me and my friends on any occasion, good Virginia Dare Wine.

"There's no boring, pompous talk about *good years* and *bouquets* in my house. I just open up a bottle of Virginia Dare Wine—red or white—and pour a friendly glass. It's correct any time, and as my friends say, 'it *sure tastes good*'."

Peter Lorre agrees with a lot of down-to-earth people in expressing his feeling about Virginia Dare Wine. We're proud to have Peter feel the way he does about our product. And we'd be pleased to have you join him as one of the millions of Americans who drink Virginia Dare Wine just because "it sure tastes good."

Serve it again

VIRGINIA DARE WINE

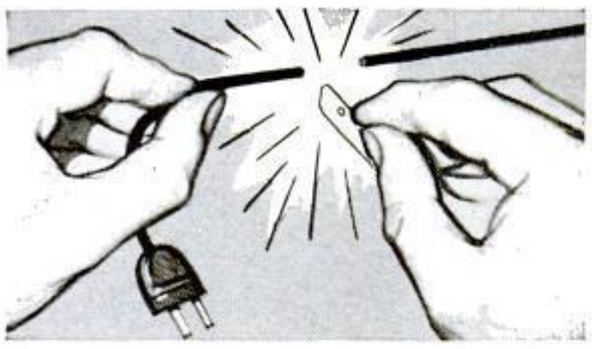
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enough to cut tough copper wire in a single stroke!



SAFE

enough to shave the tenderest skin!



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with the new *thin* edge

Eversharp-Schick Injector Blades are now double-honed and triple-stropped to a scientifically perfect thinner shaving edge. This new thin edge means closer, safer, smoother shaves for you every day of their longer life. Try 'em soon. You'll see and feel the difference from the very first shave!

MONTHS OF SMOOTHER SAFER SHAVING

20 BLADES FOR ONLY **73¢**



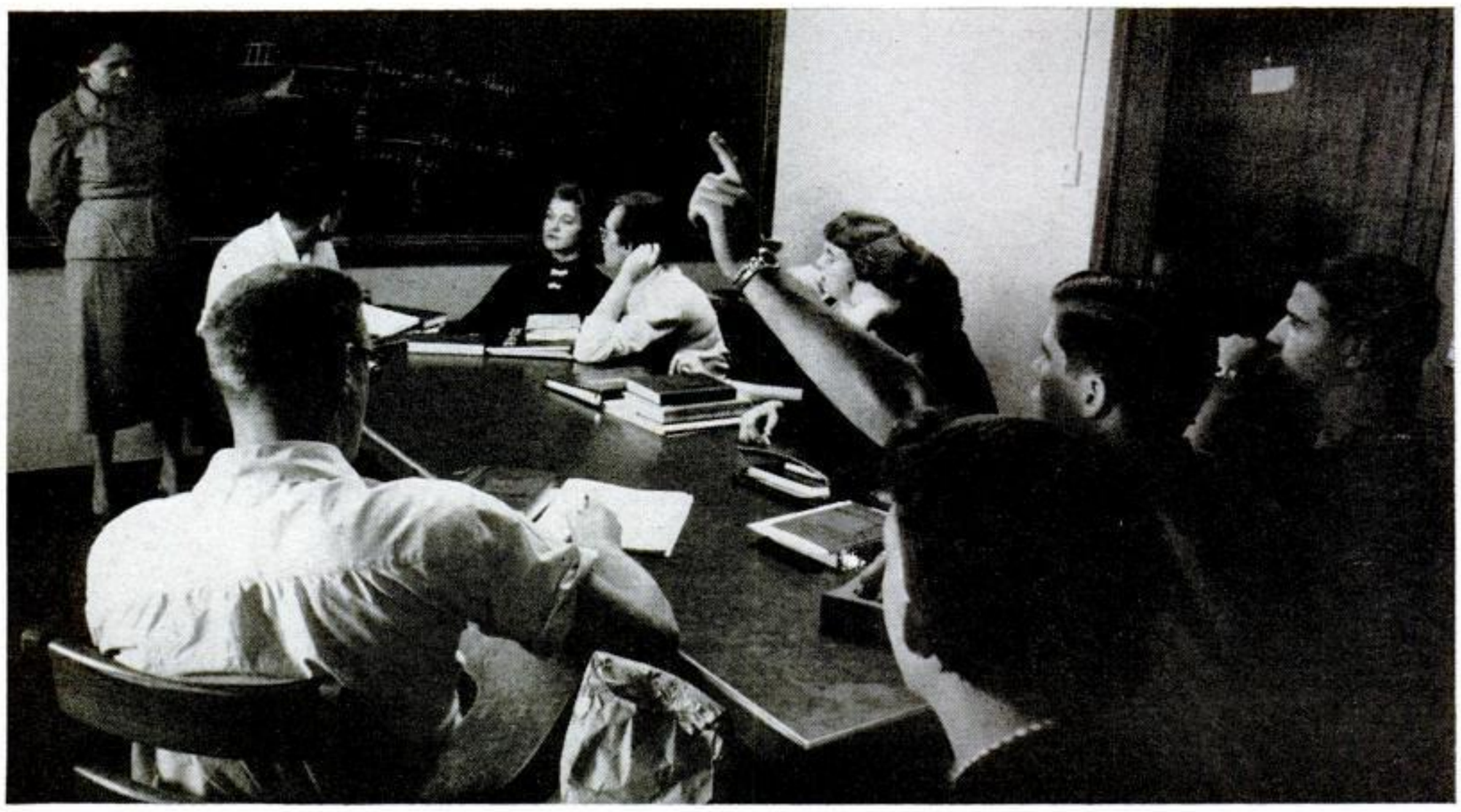
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'INJECTOR' RAZORS AND BLADES

BINGO FOR MOPPETS, PROBLEM FOR COLLEGIANS



PHONICS GAME resembling Bingo helps make instruction fun for second-graders at Canyon Rim School. As teacher calls out word like "cat," pupils indicate knowledge of initial letter by placing a bean on the letter "c."



REMEDIAL READING is taught at University of Utah in one of the classes for 225 poor readers. Some faculty members believe this group needs help because it learned to read when schools were still de-emphasizing phonics.

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WINTER'S IN THE AIR...

Prepare your car with Mobil Care

Warning—cold weather coming! See your friendly Mobilgas dealer *now*. With these expert Mobil Care services—*your car won't know it's winter!* Here's what he'll do . . .

ENGINE. Drain crankcase—refill with *New Mobiloil Special*—the famous *year-round* motor oil. Assures *easy* starting—full protection—more knock-free power and mileage!

COOLING SYSTEM. Drain and check for rust, leaks, stoppages. Refill with Mobil Permazone. Prevents freeze-ups. One filling lasts all winter!

CHASSIS. Protect all chassis friction points with scientific *Mobilubrication*. Guard costly drive mechanisms too—Mobilube for gears, Mobilfluid 200 for automatic transmissions.

BATTERY. Check condition with *Mobil Start-O-Scope*. Replace battery, if necessary, with the *Mobil Premier*. Guaranteed! Lasts longer—stays stronger!

TIRES. Inspect for breaks, bruises, wear. Change to *Mobil Super De Luxe Tubeless Tires*. Top traction, top protection against punctures, blow-outs!

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DRIVE A DE SOTO BEFORE YOU DECIDE!

An exciting new beauty . . . designed for today's and tomorrow's roads . . . quick and nimble in city driving . . . safer, more comfortable at super-highway speeds . . . new push-button drive selector . . . new and mighty V-8 engines (up to 255 hp)

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look DESOTO for 1956

super-highway age



with sizzling "high torque take-off"... new super-highway brakes... 85 exterior color combinations... luxurious interiors... smart new forward look! Drive the glamorous

1956 DE SOTO... designed for the super-highway age!

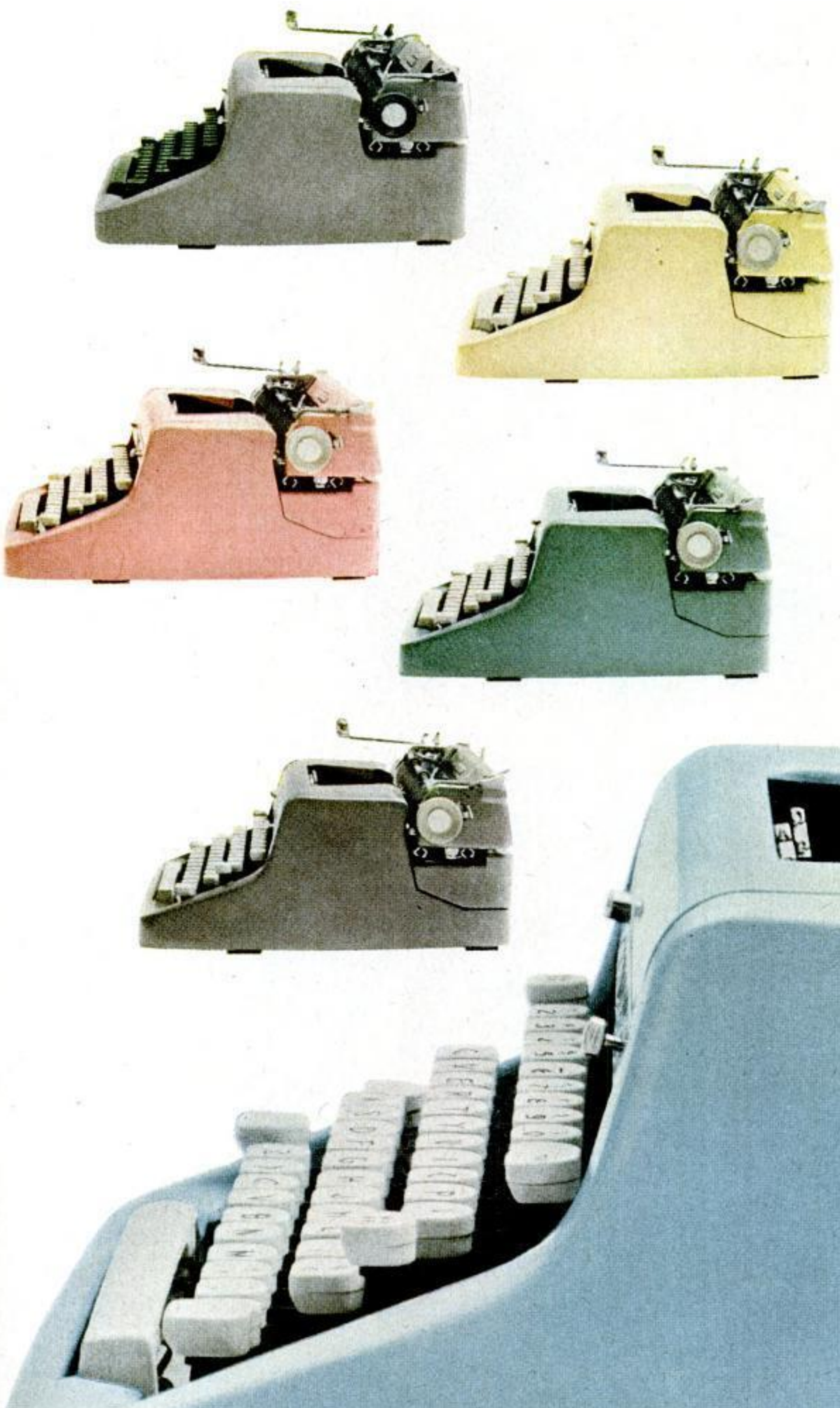
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More guys and gals want Royal Portables than the next 3 makes combined*

Get yours in gray, charcoal, green, yellow, blue or pink

Spell better, hand in neater work, get better grades



Rugged? You bet the Royal Quiet De Luxe® Portable is rugged! It passed the "96 year" test . . . a real he-man, she-woman portable . . . a sturdy standard typewriter in portable size.

Compare the work with other portables. Royal does it neater and faster. It's a stand-out of clean, crisp typing.

Ever think about your psychological type? Royal has a color to fit it. Blue for the cool and collected . . . charcoal for the executive . . . gray for conservatives.

If you are a little frivolous, try pink. How about yellow for the intellectual? Or pale green for the fastidious and artistic?

More students want Royal Portable than the next three makes combined.* How about seeing a Royal Portable Dealer today?

$9.95 down | *liberal trade-ins*
18 months to pay

The new rugged ROYAL® *Quiet De Luxe portable in color*

*based on a nationwide survey among more than 4000 high school students of both sexes living in 30 different cities in 22 different states.

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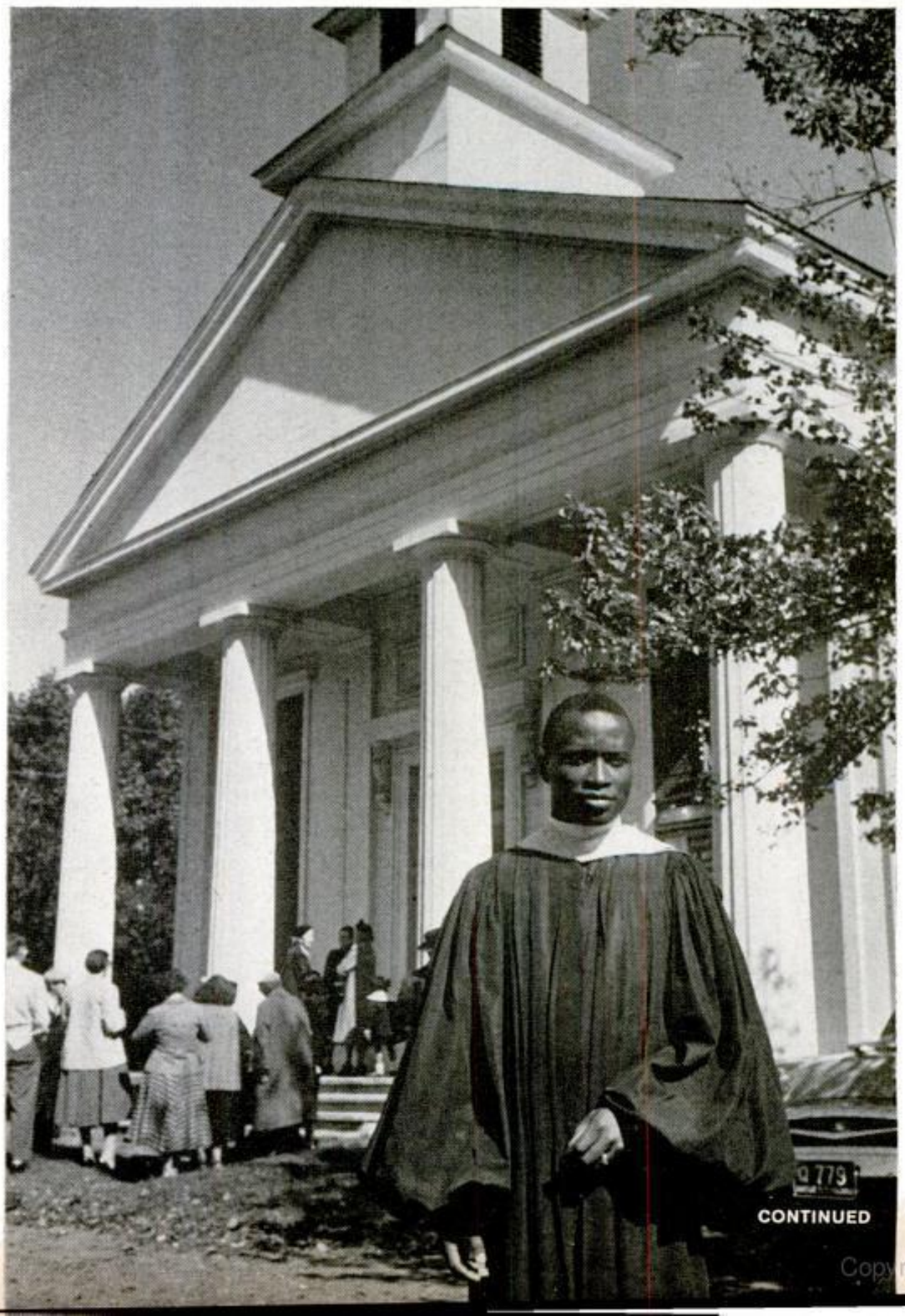
SINGING THE OFFERTORY, MONTGOMERY FACES PULPIT IN HIS VESTMENTS. NEGROES IN THE CONGREGATION ARE VISITORS WHO CAME TO HEAR HIM PREACH

'Work of God' in Old Mystic

NEGRO SERVES A WHITE CHURCH

In the Connecticut coastal town of Old Mystic, a farming community, the Rev. Simon P. Montgomery, a 33-year-old South Carolina-born Negro, last week was attending to the spiritual needs of his new flock at the Methodist church.

The Rev. Mr. Montgomery is the first member of his race ever appointed to a white Methodist congregation. A part-time English and social science teacher at a trade school in nearby Norwich, Montgomery holds a Master of Arts degree from Boston University and a theological degree. He had had two Negro congregations in South Carolina, and in Evanston, Ill. He came to Old Mystic Methodist Church as a guest preacher to fill a vacancy, and after he had presided on two Sundays, preaching with quiet eloquence, the congregation voted unanimously to ask him to stay. As he made his rounds to get acquainted (*next page*), one worshiper expressed the feelings of many: "It was the work of God that sent him here."



AFTER THE SERVICE Montgomery stands proudly before the 104-year-old church building while members of the congregation linger near the entrance.

CONTINUED

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SHAKING HANDS, the new pastor stands at the entrance as young worshipers and their elders file past to offer their compliments on his sermon.

PAYING A VISIT, pastor gets a smiling reception from a member of his flock, Mrs. Robert Whipple, while he tries to quiet her crying baby daughter.

SAYING GRACE, pastor (*left*) and his wife and two children (*right*) are the Sunday dinner guests of parishioner Fuller Potter (*facing camera at rear*).





The shirt with the famous
non-wrinkle collar...ARROW DART!

It's now better than ever! The Arrow *Dart,* world's most popular shirt, now brings you smart, cord-edge collar stitching and the fashionable French front. See the new *Dart* today—$3.95. Arrow rayon Tie, $1.50.

Plus these other great Arrow features:

- Mitoga® contour-cut design for perfect fit.
- Anchor-stitched buttons that are on to stay.
- World's best-fitting collar for greater comfort.
- "Sanforized" fabric—can't shrink out of fit.

ARROW first in fashion

by Cluett, Peabody & Co., Inc.

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Great night for Olin Batteries

Your favorite Halloween "goblins" should have fresh Olin batteries in their flashlights before they leave home. Olin's secret new chemical formula gives extra power, longer life, keeps batteries fresh longer. Halloween, and every night, keep your family, home, car and job daytime safe with super-dependable Olin batteries and flashlights. Electrical Division, Olin Mathieson Chemical Corporation, New Haven 4, Conn.

GUARANTEED BY OLIN MATHIESON CHEMICAL CORPORATION





Look for this
new self-service display
at retail
stores everywhere.

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NEW TOP FRONT TUNING

Convenience and Styling

WOMEN demand...

You'll like the ease and simplicity of new *Top Front Tuning* that ends reaching and bending . . . keeps cabinet tops free for flowers, lamps, or books. You'll like the way Admiral's new Inclined Dial is slanted upward to make the *lighted* channel numbers easy to read. And you'll appreciate how easily Admiral's *Lazy Susan* swivel-base models turn with a light touch of your hand for perfect viewing anywhere in the room.

You'll love Admiral's fine furniture styling—slim, trim cabinets, equally suitable for large or small rooms. Tasteful traditional or contemporary designs, always "in style" . . . 17", 21", 24" or 27" screen sizes. *The one perfect set for your home is here!*

Of course, you'll love Admiral's amazingly clear pictures, so kind to the eyes of every member of your family. For your TV dreams come true—see your Admiral dealer soon!



Sensational 4-speed phonograph combination with 21" television—The Vancouver. Super Cascode Power Plant, lighted Top Front Tuning, aluminized picture tube, tinted Optic Filter, Long Distance Radio . . . blonde or mahogany; brass legs.



New UHF Spin Tuning—(optional) world's fastest, easiest—tunes from Channel 14 to 82 in just 3½ seconds!



New Lighted Periscope Dial—shows glowing magnified channel numbers right through the cabinet top!



On TV and Radio—Bishop Fulton J. Sheen, "Life Is Worth Living"



21" TV—The Brentwood. Top Front Tuning with new easy-to-see inclined dial . . . aluminized picture tube and tinted Optic Filter. Smart decorator-styled stand, $14.95 value *free* while limited quantities last! Also mahogany-grained or blonde oak finishes. Ebony finish (shown) *including* stand, only $169.95.*



21" TV—The Belvedere. Super Cascode Power Plant, lighted Top Front Tuning, aluminized picture tube and tinted Optic Filter. Cabinet furnished with ultra-smart tapered golden metal legs. Rich mahogany or blonde oak finishes. Also with 24" screen, mahogany or blonde oak finishes.



21" TV—The Montego. It swivels! Turns at a finger's touch on new ball-bearing Lazy Susan base for easy viewing from any angle. Lighted Top Front Tuning, Super Cascode Power Plant, aluminized picture tube and tinted Optic Filter. Mahogany or blonde oak finishes or maple. Also with 24" screen.

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IN '56 ADMIRAL TV

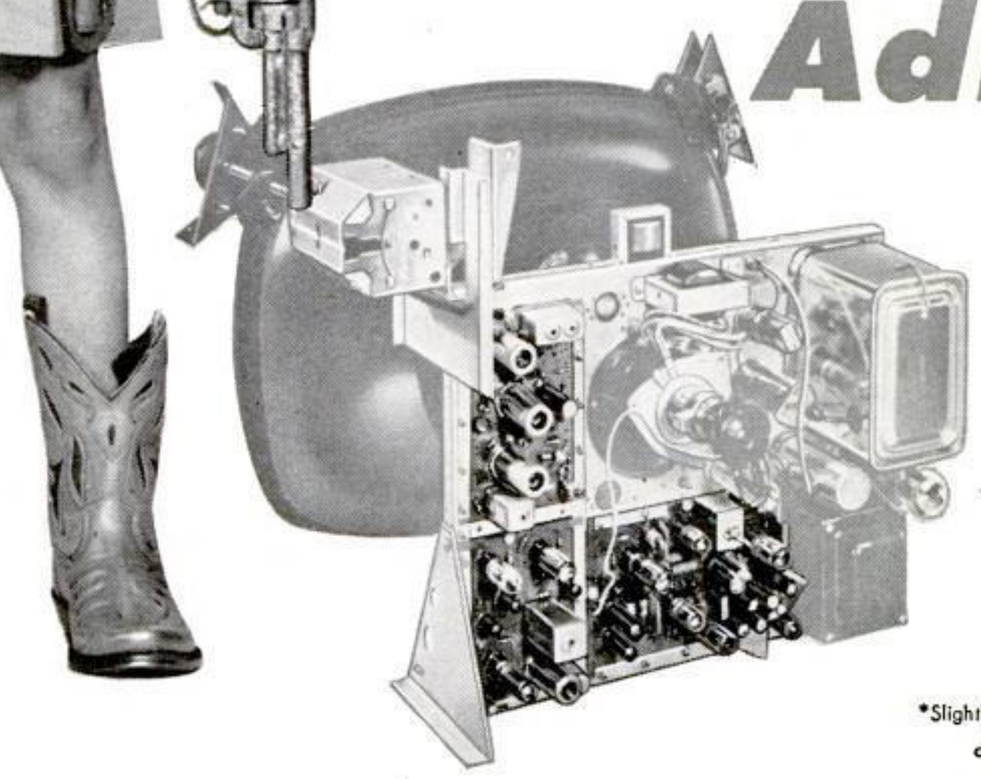


Performance and Dependability MEN look for...

Admiral's great new Super Cascode Power Plant has extra tubes and circuits for greater signal-pulling power anywhere—in the city or 'way out in the "fringe." And absolute uniform quality and dependability is assured. More than 75% of the chassis is assembled automatically by revolutionary new *precision* machines that eliminate chances for error in manufacturing.

To assure *picture* quality, *aluminized picture tubes in every model* give you twice the brightness and contrast! Admiral's Optic Filter Screen makes blacks blacker . . . eliminates harsh glare.

You can own 1956 Admiral TV for as little as $1.87 weekly



Admiral®

choice of 5 million TV owners

TWIN TV ACHIEVEMENTS!

First with Printed Circuit TV! Over 75% of TV chassis circuits are "printed" on new electronic panels!

First with Automation! Assembly by new Admiral-designed automatic machines assures uniform quality, eliminates chances for error!

see local paper for time and stations.

*Slightly higher South and West...Fed. Tax, warranties included . . . all prices higher in Canada . . . subject to change without notice.



21" TV—The Mediterranean. With lighted Top Front Tuning, new Super Cascode Power Plant, aluminized picture tube and tinted Optic Filter. Full-fidelity sound system with 6" x 9" Alnico Speaker—all '56 features. Blonde oak or mahogany finishes. 27" screen size also available in similar cabinet.



21" TV—The Montreal. New Super Cascode Power Plant, Top Front Tuning, aluminized picture tube and tinted Optic Filter. Stunning decorator cabinet on graceful golden-tipped legs. In rich bronze mahogany finish, traditional mahogany finish (illustrated), or modern blonde oak finish.



24" TV—The Sweden. With all '56 features, including aluminized picture tube and tinted Optic Filter—plus exclusive Periscope Dial that shows lighted magnified channel numbers through cabinet top! Twin 6" x 9" Speakers. Blonde oak or mahogany. Also with 21" screen, mahogany or blonde oak.

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A DANGEROUS SILENCE

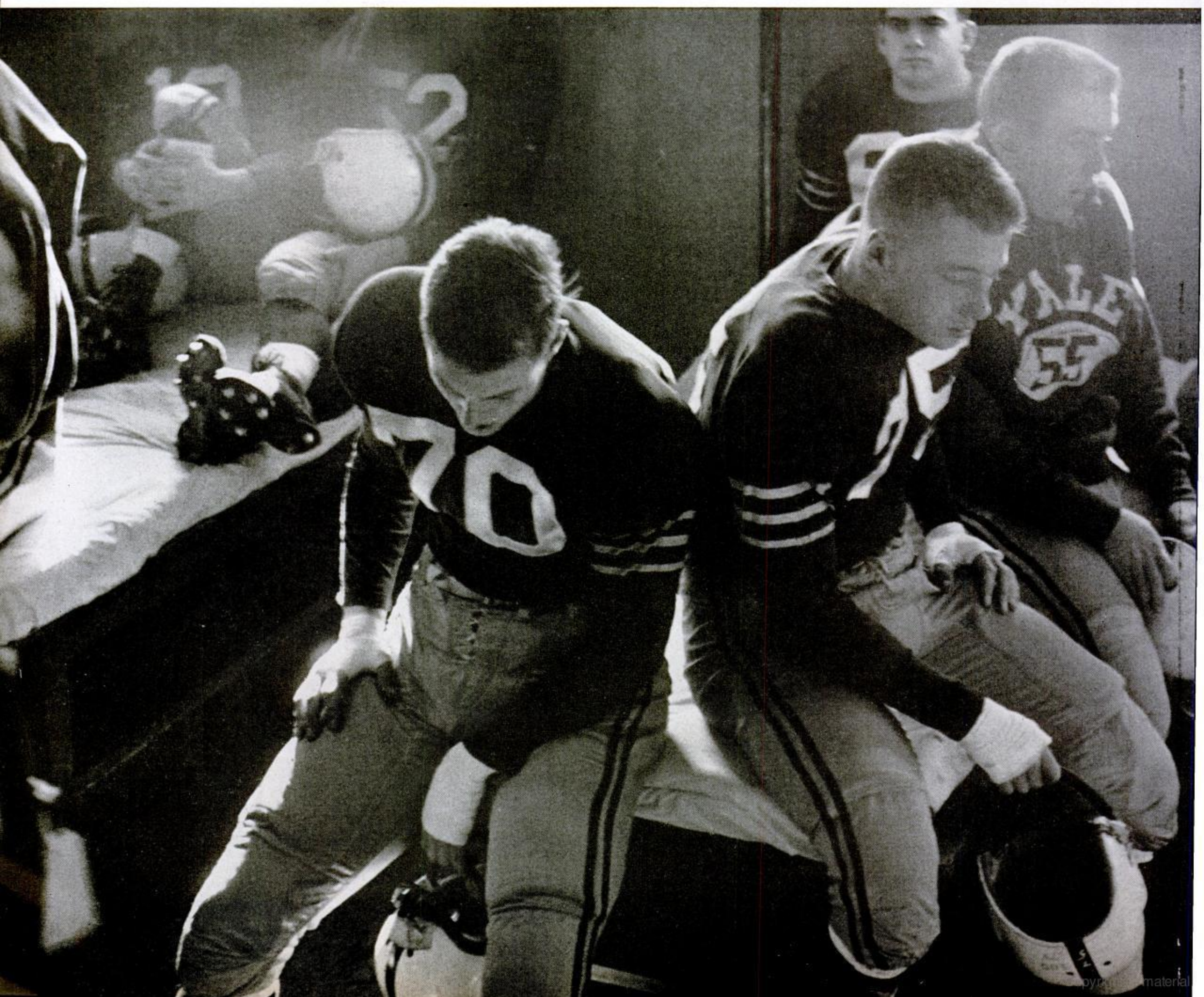
QUIET TEAM IN A LOCKER ROOM IS A THREATENING ONE ON FIELD

By eavesdropping at a locker-room door before a college football game an expert can tell how badly a team wants to win and how dangerous it will be on the field. If it is engulfed in brooding concentration and there is dead silence, that team will be the one to beat. This is a rule that holds at Purdue or at Mississippi Southern or at Yale—where these revealing photographs were taken by a talented undergraduate.

The urgency is reflected by burly linemen who stare broodingly at the walls. They are engaged in a task impossible to do in a lighthearted mood. They are thinking about the man they will be hitting once the whistle blows, churning over and over again in their minds his name, number, weight and playing characteristics—all given to them in the scouting report and all by now indelibly impressed on their memories.

But a locker room full of chatter and cheerful encouragement invariably means trouble for a team. "You don't get ready for a game by having somebody slap you on the back," explains one old All-American. "You do it all by yourself."



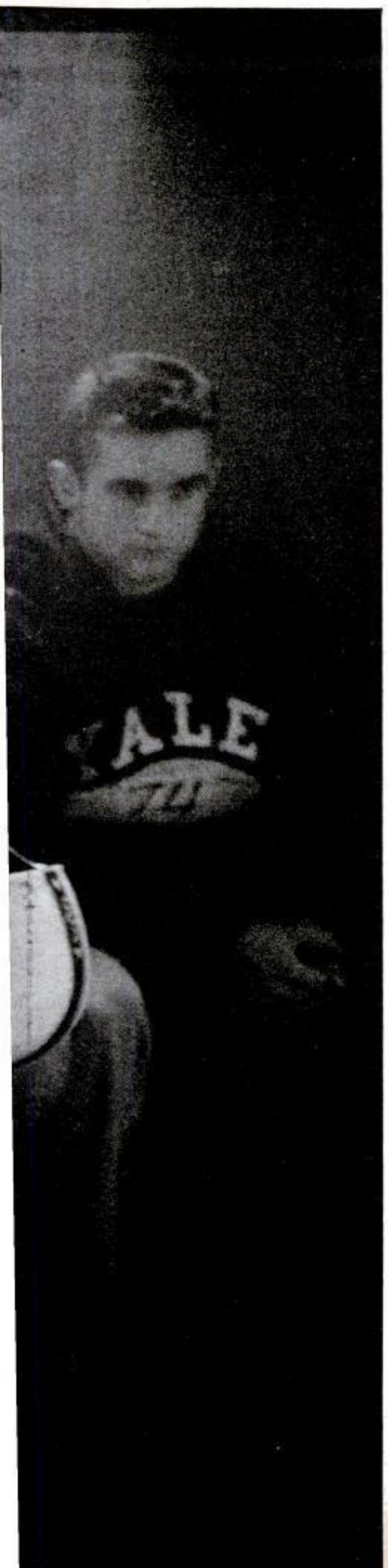


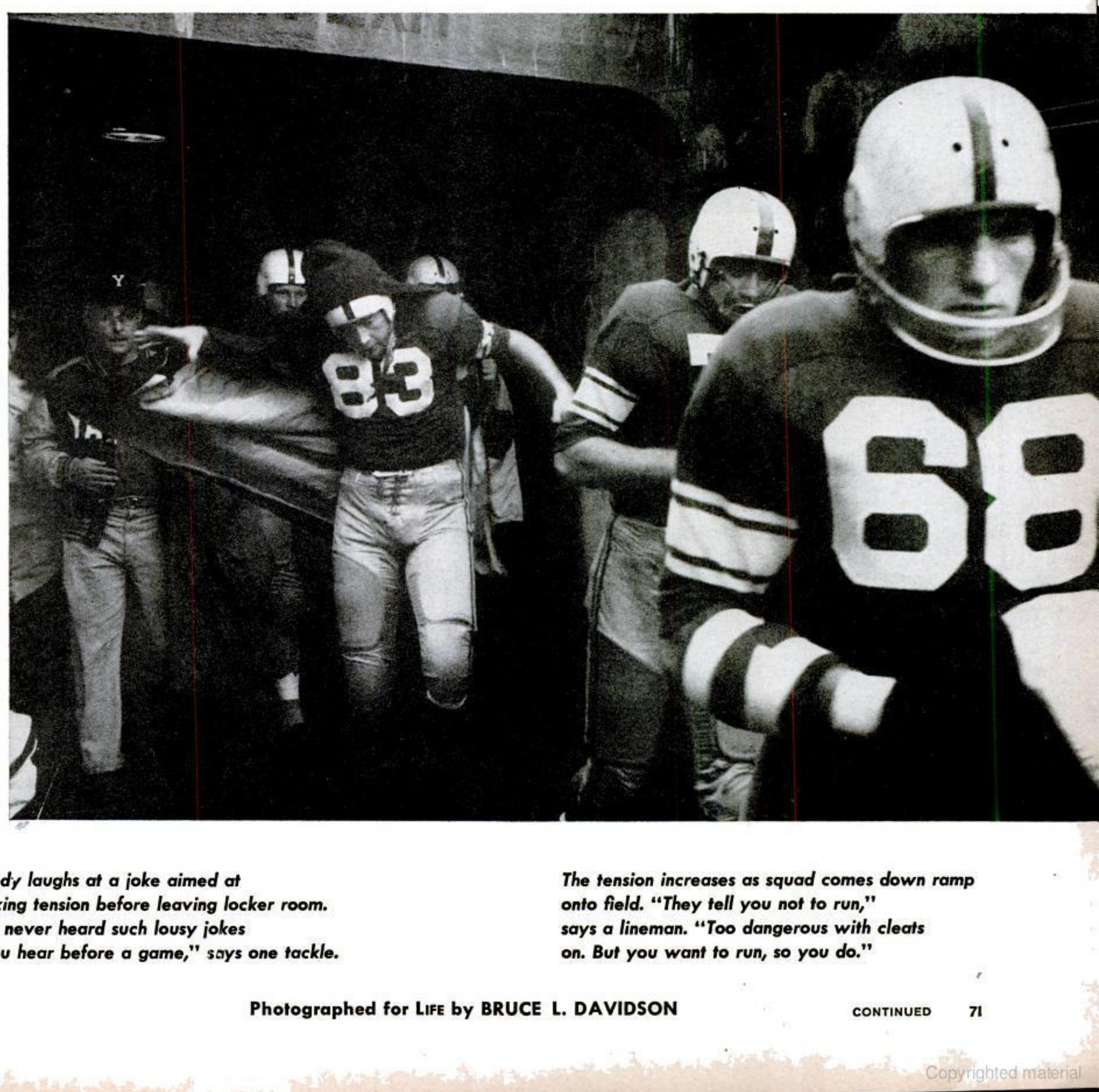
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All dressed and waiting to take the field, a high-strung center nibbles his nails as a quarterback, chilly with apprehension, sweats it out on bench beside him.

"The feeling before a game is hard to describe," says a player. "It must be your heart, but it feels like it's beating in your stomach. Maybe it's your legs." →





Nobody laughs at a joke aimed at breaking tension before leaving locker room. "I've never heard such lousy jokes as you hear before a game," says one tackle.

The tension increases as squad comes down ramp onto field. "They tell you not to run," says a lineman. "Too dangerous with cleats on. But you want to run, so you do."

Photographed for LIFE by BRUCE L. DAVIDSON

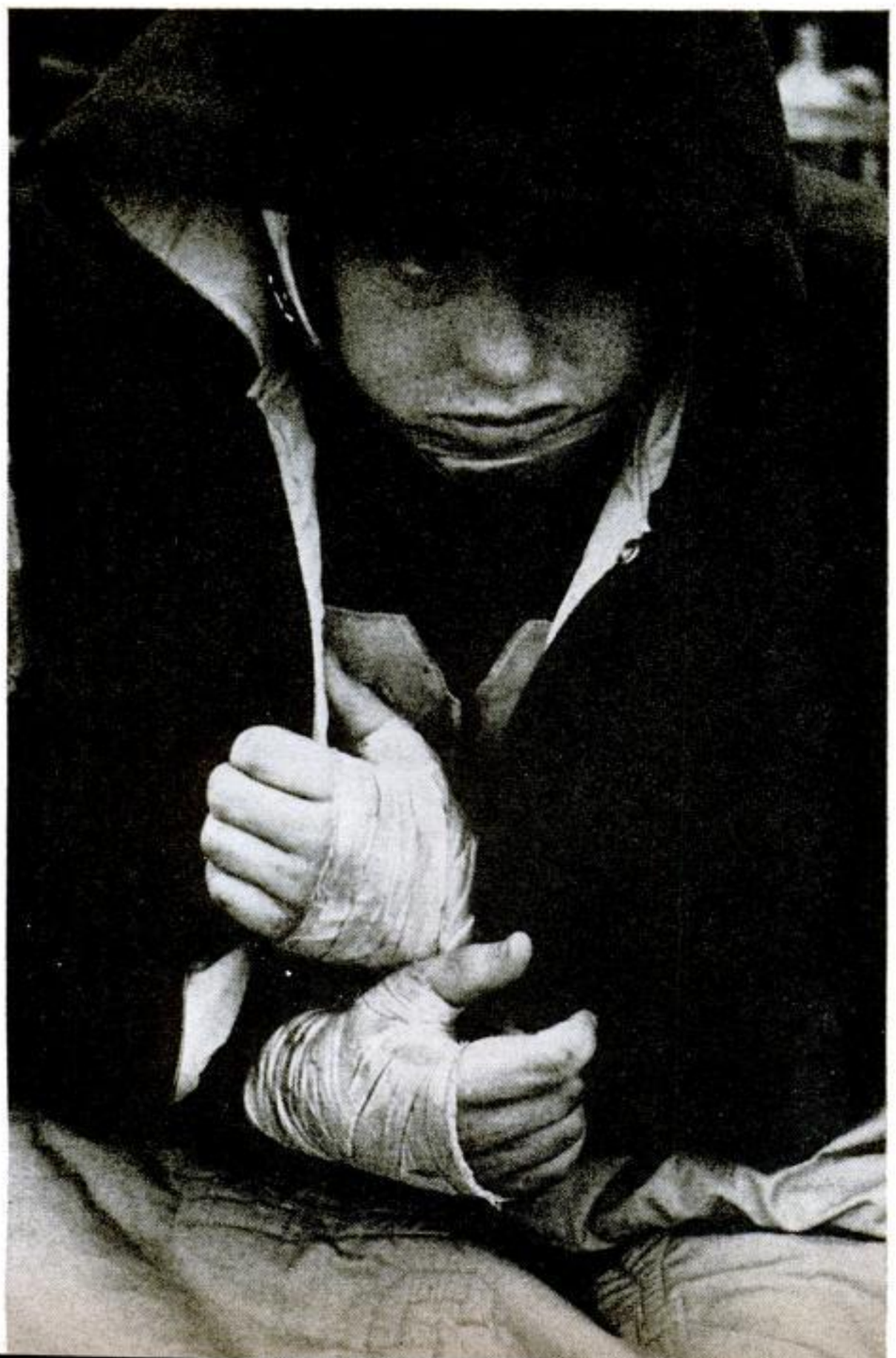
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"On the bench all suited up," says a player, "you're so keyed up you hold onto something, a helmet, a towel, your hands, anything, and do things with them."



Out of game for a moment, Tackle Bill Lovejoy is still worked up as he demonstrates for Pete Fritzsche a change in blocking tactics. Rest brings no letup in strain.



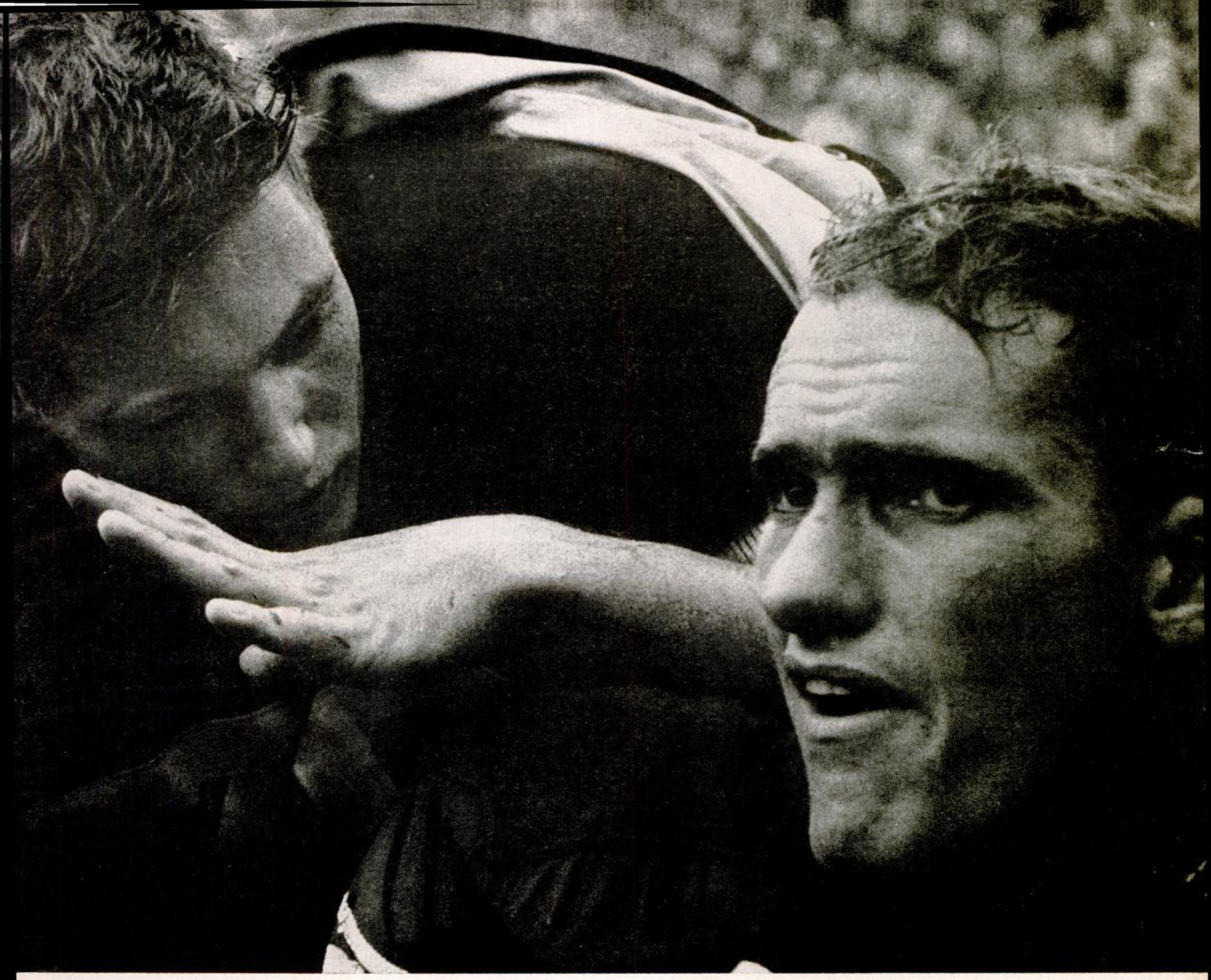


Huddling under his hood, a lineman broods on the bench as he waits for the coach to say, "Get in there again."

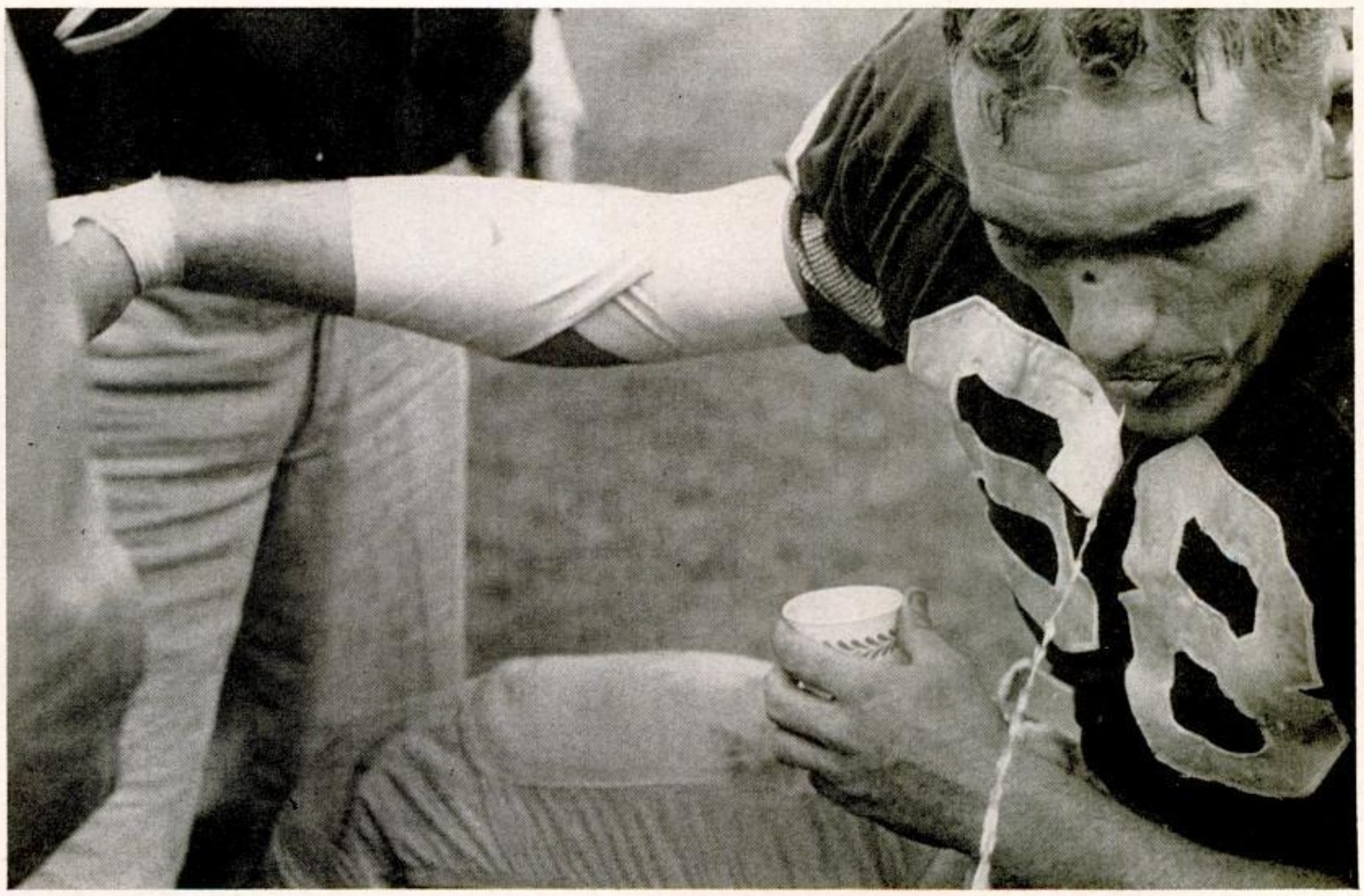


With a taut wave of his arm, the coach, as wrought-up as his players, gets ready to send in a substitute.

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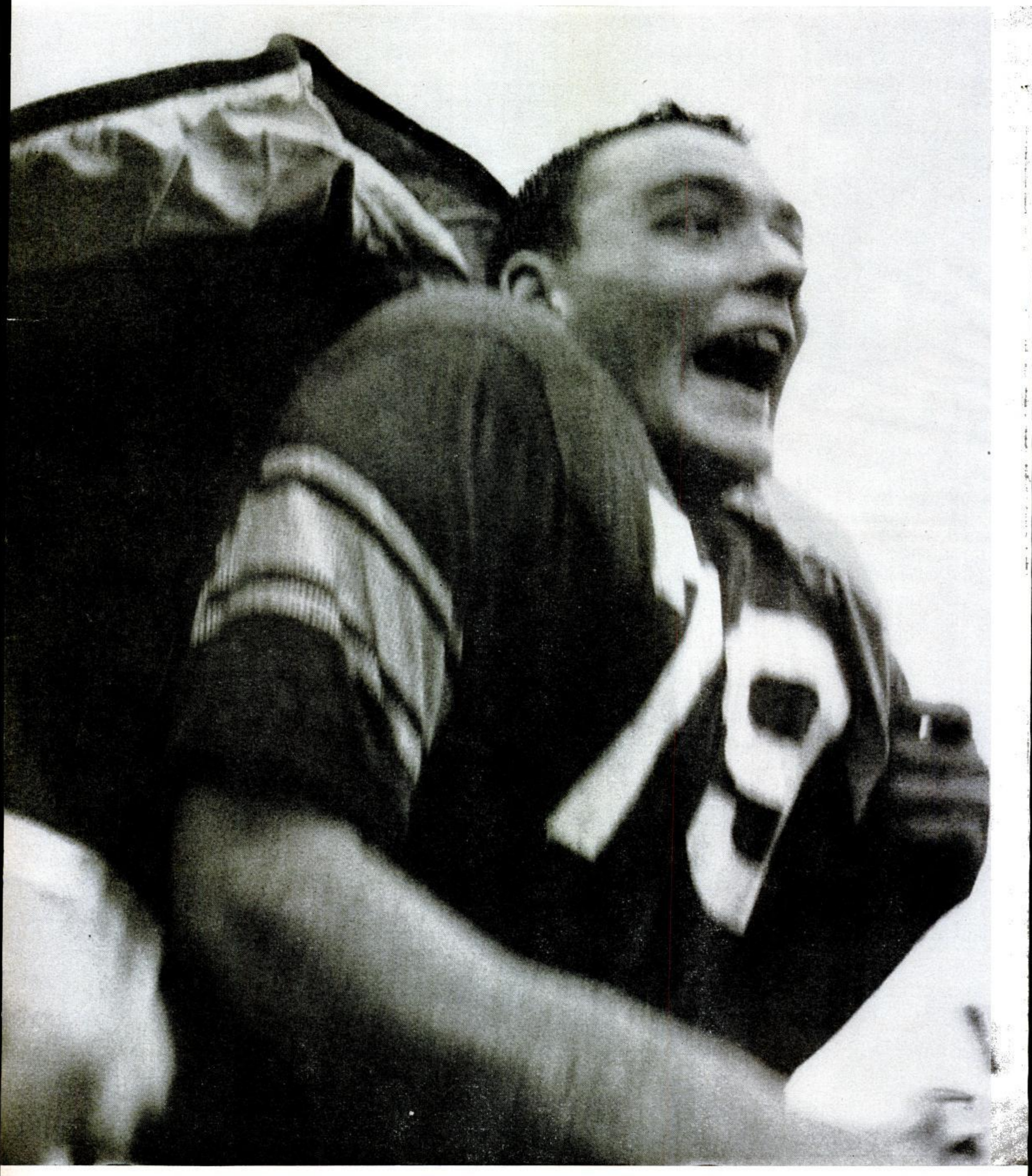






Out for checkup, guard relaxes for a moment by spitting out water as trainer inspects his taped right arm.

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Tension explodes in a scream of happiness as Bide Thomas, who played most of game, watches team score third last-quarter touchdown to come from behind and beat Brown.

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New Frosting Sugar... 50% Finer...

MAKES PERFECT "NO COOK" ICINGS WITH THAT HOMEMADE GOODNESS!





New! Domino 10-X CONFECTIONERS SUGAR

For Smoother, Creamier, Easier Made Icings and Frostings . . . *Every Time!*

New Domino 10-X Confectioners is the only sugar you can buy that's *made 50% finer* . . . for far better, silky-smooth "No Cook" Icings!

Because it's 50% finer, it blends quicker. Creams better! So all your "No Cook" Icings and Frostings . . . the can't-be-copied *Homemade* kind . . . turn out smoother, richer, creamier!

Get new Domino 10-X Confectioners today. Right on every package are recipes for a variety of new "No Cook" icings. They're quick, easy, thrifty . . . compliment winners all!

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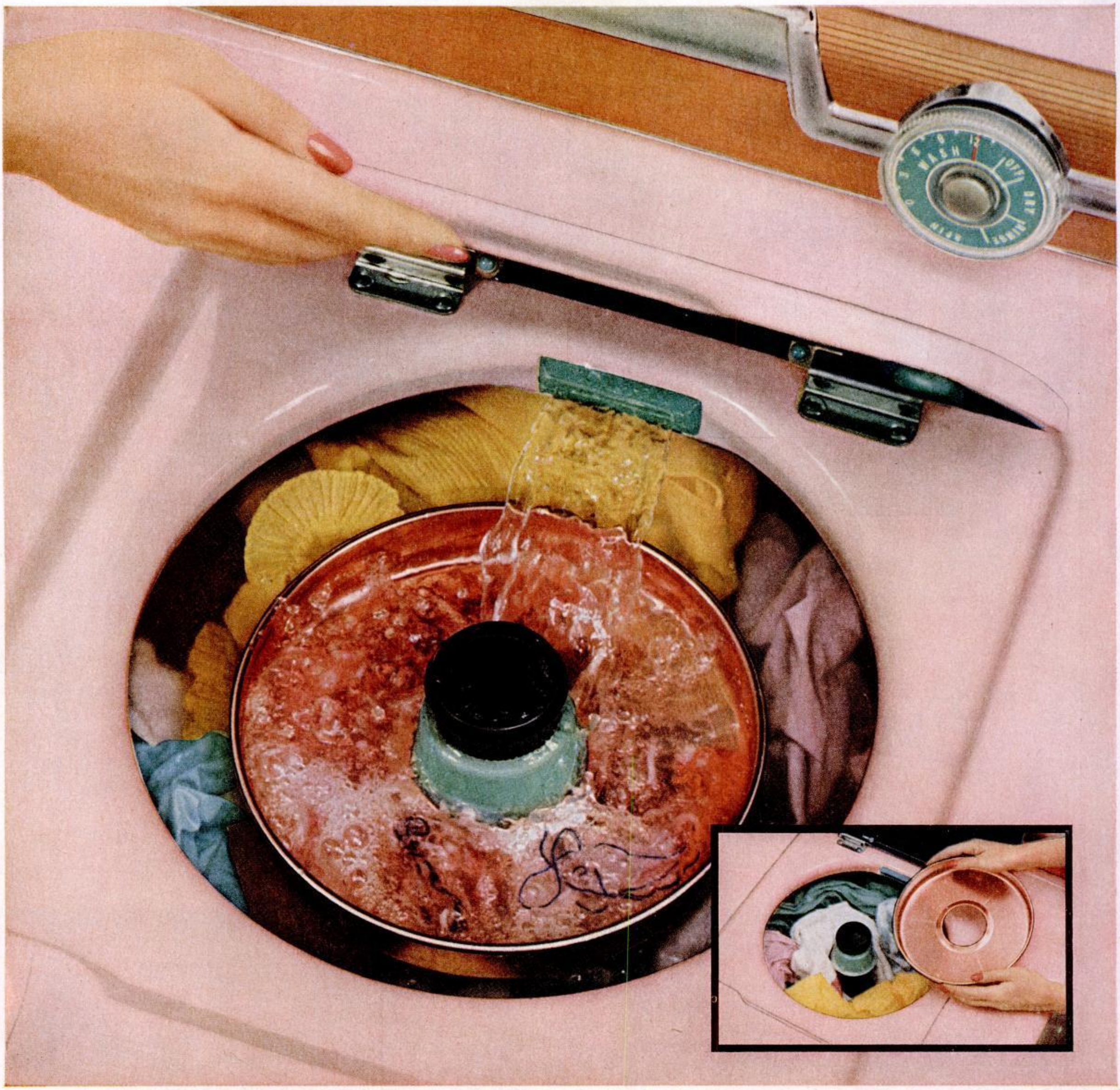
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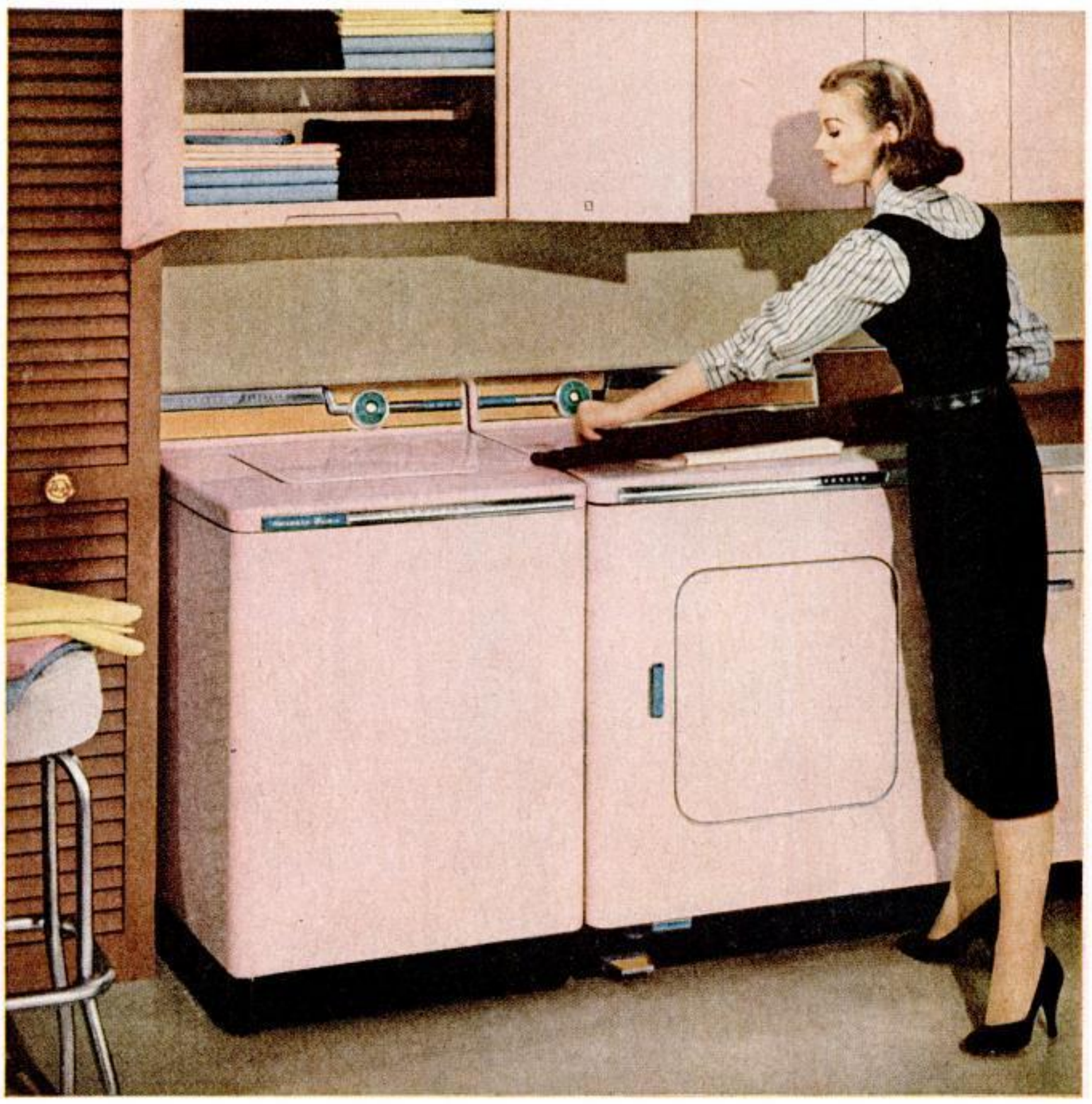
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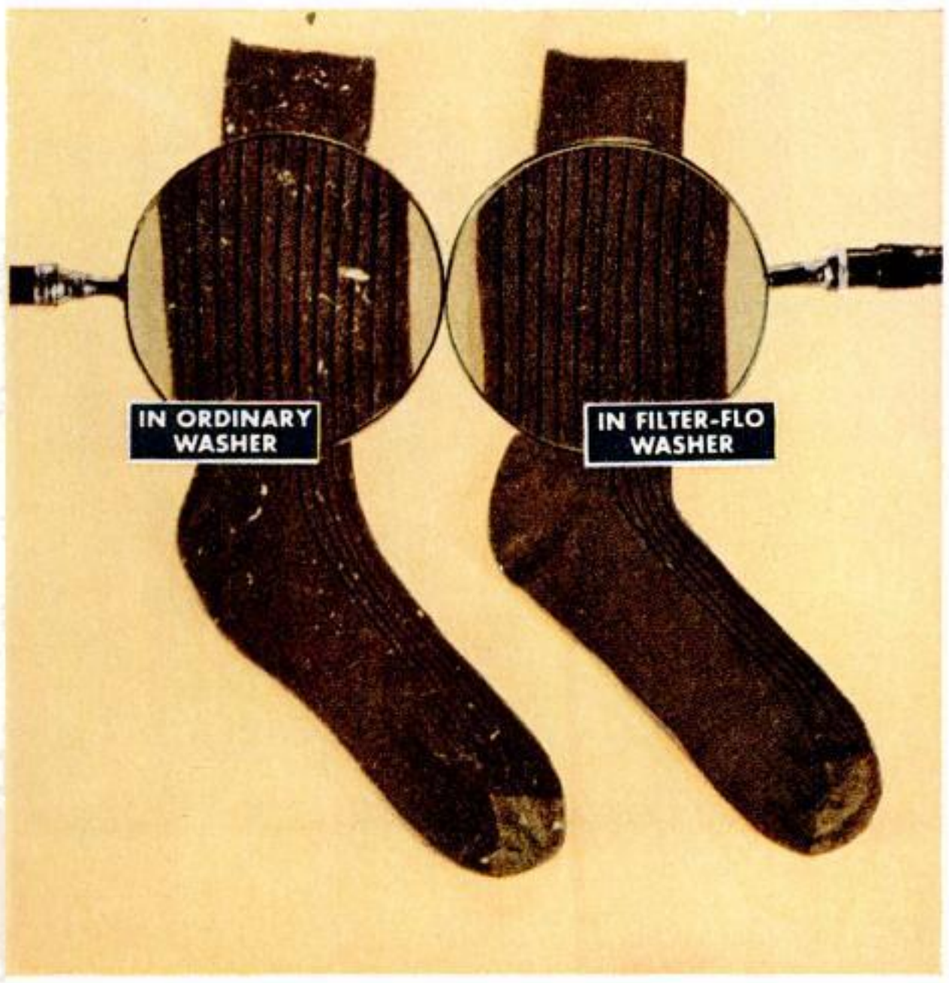
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'VOICE OF AN ANGEL'

The great soprano Maria Callas also has prima donna's deviltry

by ROBERT NEVILLE

THIS week Chicago's Lyric Theatre begins its new season by presenting the most exciting voice in contemporary opera. On the opening night Maria Callas will appear in the lavishly gowned and extremely difficult role of Elvira (*left*) in Bellini's *I Puritani*, a selection in keeping both with her regal presence and her own acute appreciation of her greatness. Callas' voice can do more things in more operas—and do them more dramatically—than any rival's. "If this were a musical age," says an admiring reviewer in an Italian magazine, "Callas would be the most famous woman in Europe."

At Milan's La Scala, the world capital of opera, Callas has been the acknowledged star for four seasons in 16 separate operas. (Few great sopranos have as wide a repertoire.) In Chicago at her American debut last year she had critics and audiences falling all over each other in adulation. In Mexico City she is known simply as *soprano absoluto*—the soprano who can do anything. The only major opera center she has not yet appeared in is New York's Metropolitan. The Met wants her and in fact is currently dickering to get her on its 1956 program. But the Met has a salary limit of $1,000 a performance, which is below Maria Callas' usual rate. "Why should I take so little from the Met?" she asks. "Who is the Met, my father or something? The Met cannot afford me? I am sorry. The Met will have to do without me."

Callas was marked for operatic stardom at an early age. When she was 13 her teacher, the great oldtime Spanish soprano Elvira de Hidalgo, said, "She had the voice of an angel. I realized at once that a new star was born." But there were serious handicaps to be overcome before the truth of Teacher Hidalgo's prophecy was generally accepted. Even allowing for the tradition of hefty sopranos, Callas was fat. At one poir in her career she weighed 215 pounds. In addition, she consistently refused to work her way up to the top in the usual way by singing secondary roles or second-string operas. "Either you've got the voice or you haven't," she explains, "and if you've got it, you begin singing the lead parts right away." But not everyone agreed right off that she did have it.

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CALLAS ROLES, with too great a range to be sung by many sopranos, include the leads in *Medea* (*left*), which she made a favorite of La Scala opera-goers, and *Norma* (*right*), which she sang in her U.S. debut last fall in Chicago.

'VOICE OF AN ANGEL' CONTINUED

To make things still more difficult for herself, Callas got into a battle with the powerful Milanese artist agency which furnishes nearly all the talent for La Scala. "Nobody is going to own 10, 20 or 30% of me," Callas declared thriftily. So for years they owned none of her, and she got none of La Scala's roles.

She further inhibited her career by outraging fellow singers. She was all too happy to let her big shining voice ride above the notes of her duet partners, and hell hath no fury like a drowned-out tenor. After one such performance in Mexico City, Tenor Kurt Baum told her point-blank, "I'll do all in my power to see that you are never signed up at the Metropolitan." Callas also developed a great fondness for solo curtain calls. Once in Rome the strapping 6-foot-6 basso, Boris Christoff, seized Callas as she was on the point of taking a solo bow and said sternly, "Now, Maria, either we all go out there together or *none* of us goes out."

The most angelic voice in the world would not have been enough to overcome such self-created opposition. Fortunately for Maria Callas and for her fans, she had three powerful aids: an incredible ambition that drove her to work tirelessly, a willingness to wait, and an overpowering belief in fate.

Fate chose an odd place to start. Maria was born in New York City 31 years ago of Greek immigrant parents, whose original name was Calogeropoulos. Her father was a druggist, and neither he nor her mother had any musical background to pass on to Maria. But apparently none was needed. At the age of 3 she was listening attentively to operas on the family Pianola. At 8 she was taking singing lessons. At 9 she was a star of programs and recitals in Public School 164. Farsighted classmates signed her yearbooks "To the future great singer," and "To the girl with the golden voice."

At 13 Maria was packed off to Athens where Mrs. Callas lied a few years on to her daughter's age to get her into the Athens Conservatory. (Mrs. Callas has no part in her daughter's career now. Theirs is a quarrelsome family. Not only have mother and father been estranged for years, but Maria and her mother, having quarreled over money matters, have not spoken or written to each other for the last five years.)

The Athens Conservatory was not a very great institution, but it did have the teaching services of Elvira de Hidalgo, who trained Maria for the next seven years. "Maria was square and fat," Mme. Hidalgo remembers, "but she put such force, such sentiment, such wonderful interpretation into all she sang. She would want to sing the most difficult coloraturas, scales and trills. Even as a child her will power was terrific. She had a phenomenal memory and could learn the most difficult opera in eight days."

A few weeks before her 15th birthday Maria Callas made her debut in Athens in *Cavalleria Rusticana*—singing the lead role, of course. And by the time she was 22 she was in New York auditioning for the Met. She was offered lead roles in *Madam Butterfly* and an English version of *Fidelio*. She replied that she was too fat for *Butterfly* and, while she was willing to do *Fidelio*, she said, "Opera in English is so silly. Nobody takes it seriously."

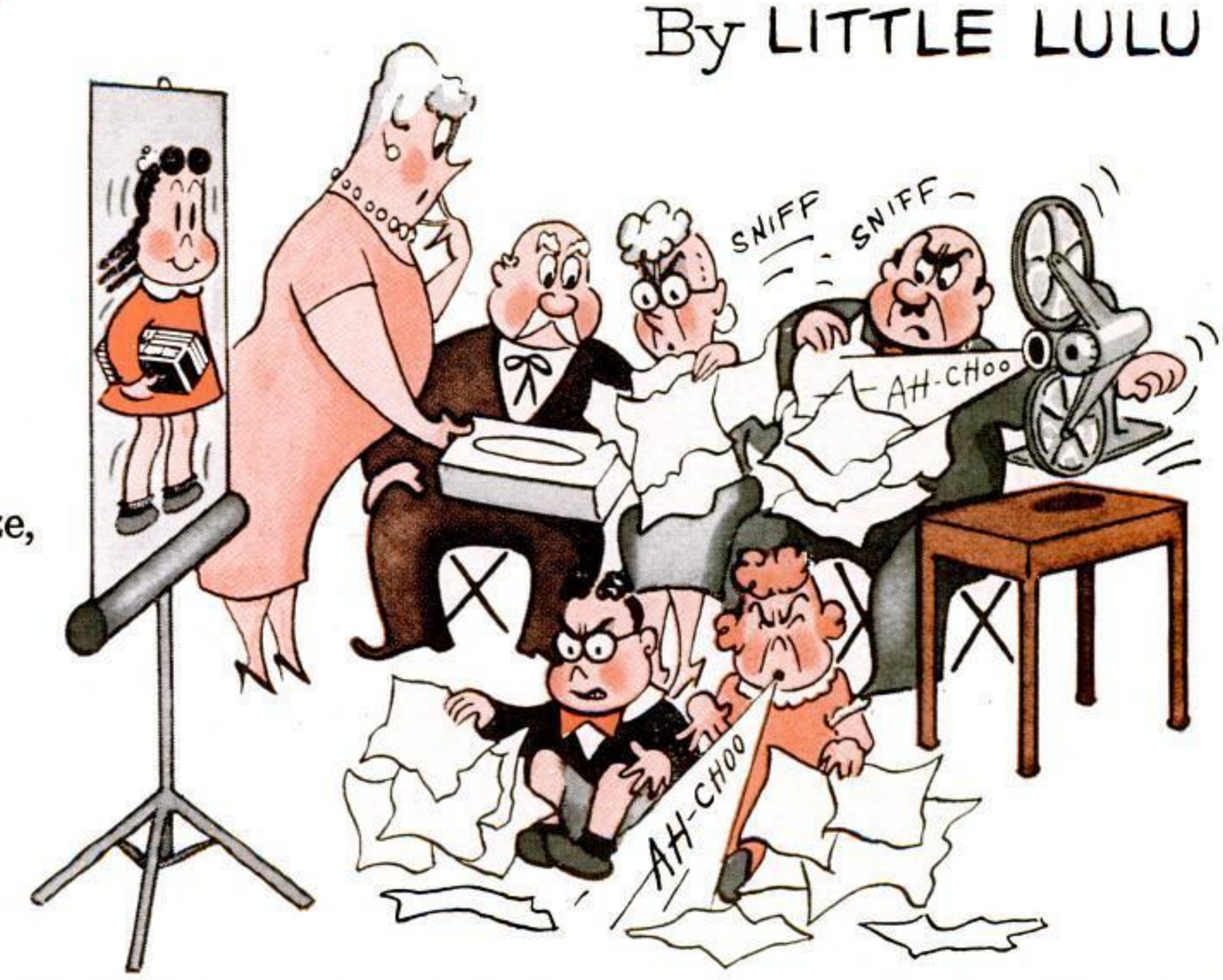
Nothing came of the talks. But while she was in New York she signed for an appearance in Verona, Italy. There she met Giovanni Battista Meneghini, a millionaire businessman 20 years Maria's

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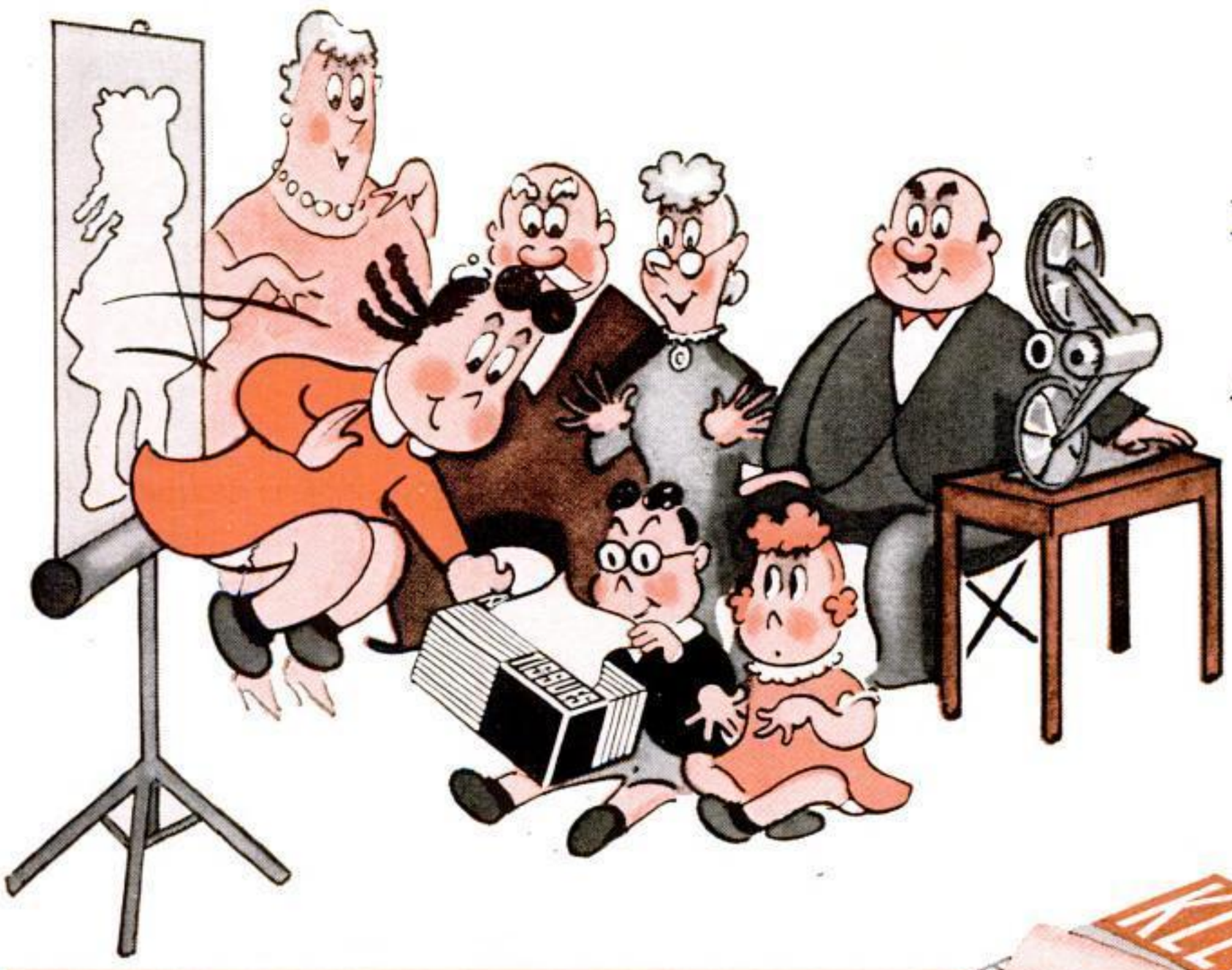
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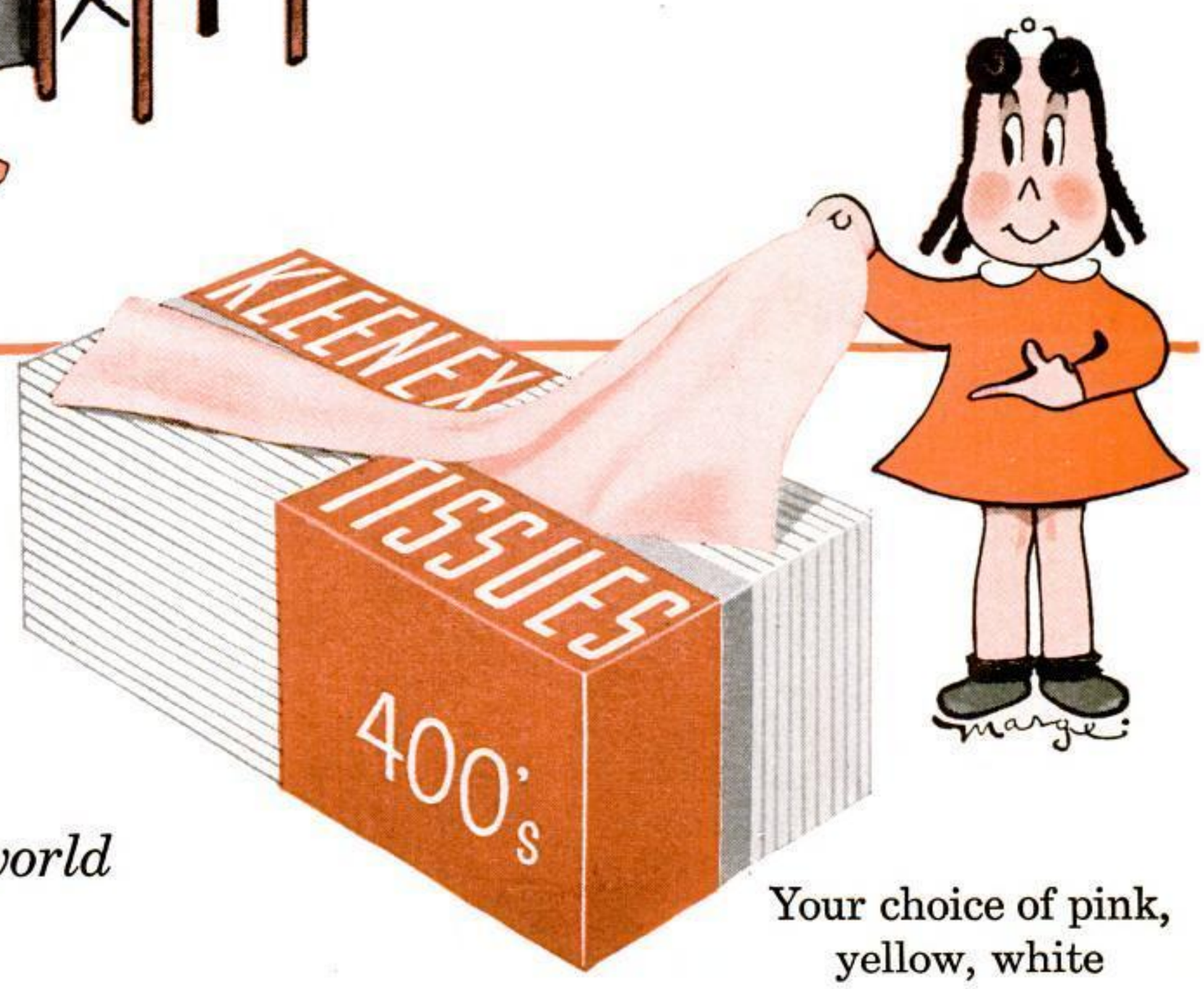
By LITTLE LULU



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MANAGER-HUSBAND Giovanni Meneghini and Callas show off their new home in Milan. Villa has Italian marble floors and modern American kitchen.

'VOICE OF AN ANGEL' CONTINUED

senior. Within a year they were married, and from that day Meneghini has been his wife's manager and agent as well as proud and devoted husband. Marriage solved one important problem: Maria Callas no longer had to worry about money. She could sit back and, as she puts it, "learn how to wait."

The main waiting was for La Scala, the goal of every opera singer in the world. But La Scala had at this time a reigning soprano in Renata Tebaldi and its managers could foresee the difficulties that would arise if both of these iron-willed prima donnas were on the same roster.

It was a former La Scala conductor named Tullio Serafin who signed Callas and showed her off in Venice, Genoa, Trieste, Rome, Naples, even Buenos Aires. Everywhere she was a success.

During this period, while Callas was in Venice, the lead selected by the managers of Teatro La Fenice for Bellini's long, difficult and rarely performed *I Puritani* became ill five days before the scheduled opening. Conductor Serafin called Callas downstairs in her hotel and asked her to sing a few scales and chromatics for the opera's director. "All right," said the director after only a few minutes, "we know who can sing *I Puritani*. But now we must find someone who can learn it." The opening had to be postponed only one day. From Wednesday morning to Monday night, with two performances of *Die Walküre* sandwiched in between, Callas learned the enormously difficult role of Elvira so well that she was cheered for her performance of the opera's mad scene. (Says Carol Fox, president of Chicago's Lyric Theatre, "Callas goes mad divinely.")

As Callas won triumph after triumph, La Scala's managers began belatedly to offer her roles in minor operas. But by now Callas had learned how to wait. Once La Scala's manager, Antonio Ghiringhelli, did get her to substitute for the ailing queen Tebaldi in a production of *Aïda* at the opening of the Milan fair. But when he tried the same trick in 1950 for another opera, Callas put her foot down: "Put me on the regular La Scala roster and I am at your disposal, but no more substituting."

Finally, in May 1951, La Scala surrendered. Ghiringhelli invited Callas to lunch and ate humble pasta. "Maria," he said, as they dug into spaghetti over their luncheon table, "we want you to open La Scala next December as one of our regular singers."

"Now you're talking," Callas replied.

Since that day four years ago Maria Callas has brought a splendor of her own to La Scala. She has sung some old standbys like *Il Trovatore*, *Lucia di Lammermoor* and *La Traviata*. Her special greatness, however, has been achieved in the long-forgotten museum pieces which were taken out of mothballs only because at long last there was a soprano who could sing them. La Scala spares neither pain nor expense in its magnificent productions, but it is

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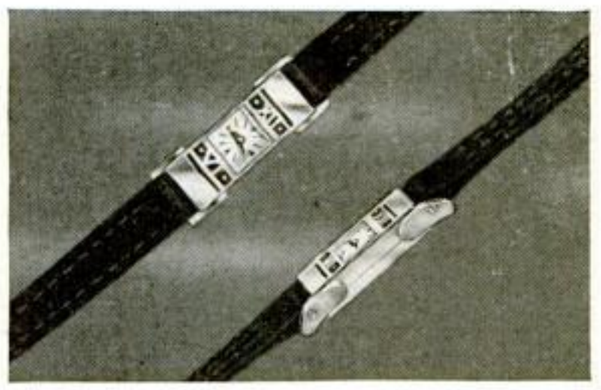
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PLANNING PERFORMANCE in Chicago dressing room, Callas confers with Conductor Nicola Rescigno (*right*) and Stage Director William Wymetal.

'VOICE OF AN ANGEL' CONTINUED

chiefly because of the Callas voice that operas like *Norma*, *La Sonnambula*, *Alceste* and *Medea* have once again become popular with Milan's exacting operagoers.

Milanese critics have to go all the way back to the 1830s, when the legendary Malibran ruled European opera, before they can find a comparison with Callas. Leonard Bernstein, who has conducted two of her operas, says, "She is the only old-fashioned prima donna who exists today." Serafin says without hesitation, "Maria can—and probably will—sing every opera in which there's an important soprano part."

Sopranos can generally be classed in one of three groups. There are dramatic sopranos, like Kirsten Flagstad and Helen Traubel, who can carry the heroic Wagnerian roles. There are lyric sopranos, like Victoria de los Angeles and Dorothy Kirsten, who do the sweeter, lighter-voiced parts of *Manon* and *La Bohème*. And there are the coloratura sopranos, like the Met's young Roberta Peters, who do the very high, intricate roles like Queen of the Night in *The Magic Flute*. But Callas can qualify in all three groups. She has the unique ability to carry both the heavy, throaty *Medea* and the lyrical *La Sonnambula*, both the light soprano of *I Puritani* and the heavy dramatic quality of *Norma*. She can sing Wagner as well as Puccini and she is one of the very few who can sing the forgotten masters, Bellini and Cherubini.

Callas' range is extraordinary. At times she seems to have almost a contralto voice onto which has been grafted a high soprano register. She can reach over three octaves, all the way to F sharp above high C.

There are still a few dissenting opinions in Milan about the quality of her voice. Some think Renata Tebaldi's is sweeter, clearer, purer, perhaps more consistently beautiful in the low and middle ranges. But there is no argument that in the upper range Callas' volume and quality are unsurpassed.

'She's a power station'

WHAT never fails to surprise people who see Callas for the first time is her ability to act. Opera acting is usually expected to be strictly ham; and while it would take a combination of Duse and Bernhardt to make people take most opera plots seriously, Callas miraculously makes her audience believe her characterizations. "On stage she is pure electricity," says Conductor Bernstein.

If her role calls for humor, she can be violently funny. Playing a vixenlike girl in *Il Turco in Italia*, which calls for a slapstick fight with another female singer, Callas whipped off her shoe and whammed it into the girl's face. The audience loved it and roared. (The other singer's reaction is not recorded.) "And in *Medea*," says Bernstein of Callas' finest dramatic creation, "she's a power station."

Because Callas is very nearsighted her colleagues have often been afraid that, without her glasses and in the vigor of her acting, she will fall into the holes in the stage in *Medea* or drop off the wobbly bridge in *La Sonnambula*. But so far she has escaped these perils.

Before she undertakes a role she reads voluminously on the historical figures and visits museums to get background. She wants to

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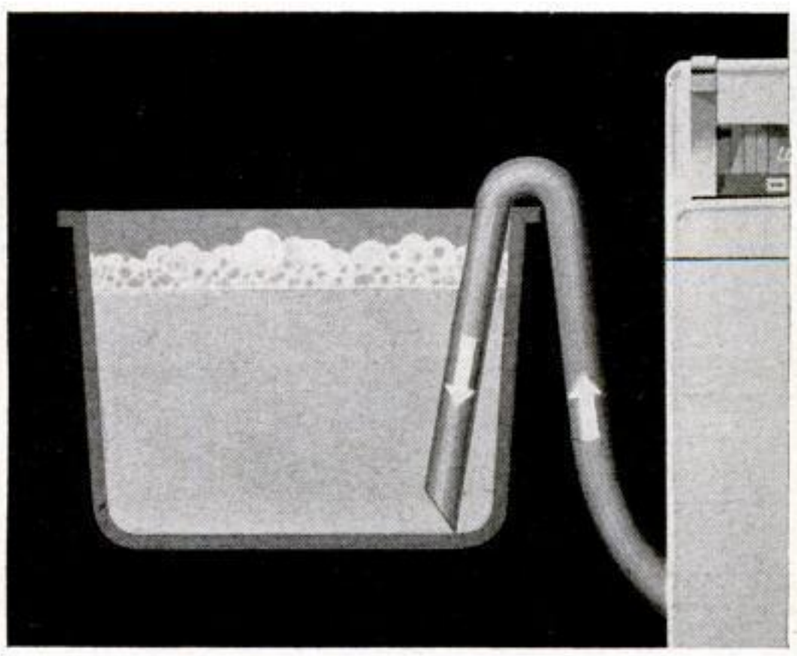
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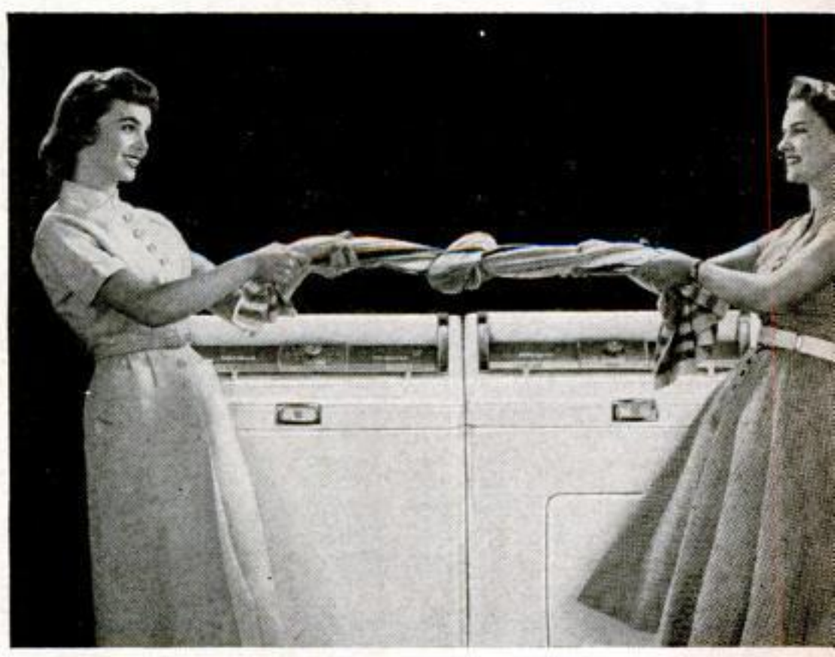
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OVERWEIGHT CALLAS tipped the scales at 215 pounds before coming down to 135. She refused lead in *Madam Butterfly*, saying she was too fat.

'VOICE OF AN ANGEL' CONTINUED

sing *Carmen*, which she has never done, but first she is determined to visit Spain to soak up authentic atmosphere and "learn the art of speaking with castanets." When the managers at Chicago heard this, they were afraid that Callas would insist on going to Japan before singing *Madam Butterfly* in Chicago this year for the first time on the stage. They compromised on a Japanese stage director.

Callas now feels that she can sing *Madam Butterfly* because she has lost weight spectacularly. Until 1953 she had kept gaining 10 to 15 pounds a year until it was obvious that she would soon be fit for nothing but roles like Brünnhilde. But in the course of little more than a year she managed to drop from well over 200 pounds to her present weight of 135. At her fattest she had a 45, 35, 47 figure. Her measurements now are 37, 22, 36. Loss of weight also changed her personality. In her fat days she was shy about appearing in society and took little interest in clothes. Today one of Milan's best dressmakers is in charge of making her a showcase for beautiful clothes. In preparation for a heavy social schedule in the U.S. this year, she will arrive in Chicago with a new wardrobe of 30 dresses.

At first it was whispered that reducing had damaged Callas' voice, but no one believes that now. If anything, her voice is better, and of course she can now play many roles that she could not formerly have dared. She has definitely given the lie to the old theory that great singers must shovel armloads of spaghetti into their mouths for fear of losing their voices.

Nor has loss of weight meant any loss of temperament. She is not a screamer or a thrower. Her forte is stubbornness. For years she had trouble with orchestra conductors, and she still does, off and on. "I just can't stand it when the orchestra doesn't play a thing right," she says, and she once refused to sing for a conductor because she had heard him do an *Aïda* which did not meet her standards. On the other hand, no one has ever complained that she will not work. She is willing to rehearse endlessly. In recording she will repeat passages dozens of times to get them right. She will argue violently over an interpretation. "I am stubborn," she says. "No, I am not stubborn. I am right."

Making no allowances for herself, she makes few for others when it comes to an important performance. On last year's opening night of *Norma* in Chicago, everyone backstage was deeply concerned about the lighting and the placing of figures in the last act, which is little short of a mob scene. In fact, everyone was so wrapped up in the problems that nobody remembered to go back to the dressing room and give Callas her cue. The final scene is tremendously demanding and any soprano might be excused for staying in her dressing room, preparing herself for the difficult singing ahead. But some sixth sense told Callas that she was due on, and when the music was just a few bars away from her entrance, she suddenly came storming out on her own. As she swept toward the stage she had just time to wave her arms in disgust and

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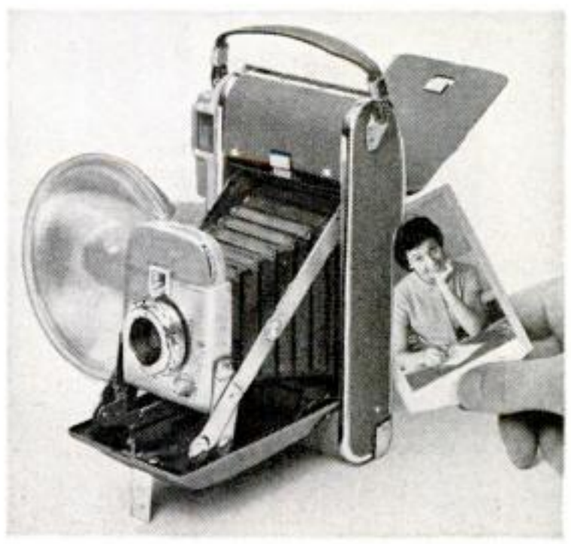
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'VOICE OF AN ANGEL' CONTINUED

hiss at the director, "*No*body called me. If I hadn't come by myself, I would have missed the opera!"

The feud between Callas and La Scala's other star soprano, Renata Tebaldi, has kept Milanese opera fans amused for years. Nobody knows, least of all the two principals, just how the whole thing started, but it undoubtedly arose from just the situation La Scala's managers had feared: the presence of two prima donnas under the same roof. They now refuse to recognize or discuss each other. Tebaldi once informed La Scala's manager that she would walk off the stage if she saw Callas prominently seated in a box. There have even been imaginative accusations to the effect that each singer has hired claques to hiss the other.

In view of this, Chicago's Lyric Theatre management has shown great courage in signing up Tebaldi for this season along with Callas. The two ladies will sing on alternate nights, of course, though they will use the same dressing room. But Callas will be the queen. Hers is the honor of opening the season, and hers is the higher salary.



RIVAL with whom Callas feuded in La Scala company is Renata Tebaldi.

With Meneghini's millions at her back, Callas thinks of salary more as prestige than as mere money. With her, prestige comes high. At La Scala she gets about $2,000 a night for an average of 25 performances a year. Her Chicago paycheck is more than $2,000 for each of her six performances. All told she makes more than $100,000 a year from appearances and record royalties (she has already recorded 13 complete operas).

Any opera manager who wants to engage Callas now must be prepared to talk in terms of $2,000 a night, and even so should talk fast, for Callas turns down more offers than she takes. She accepted Chicago last year partly because of the money, partly for the honor of launching a new opera company, partly because she was ready for an American debut, and partly because she was assured that she could do the roles she liked and would get the grand-lady treatment that she had learned to expect. Even so, the Lyric Theatre's president had to make a trip to Verona to get her and then it took two hours of talking to complete the details. It might have taken longer, but Callas had flu at the time and was perhaps not at top strength.

Callas found no reason to regret signing up with the Chicago management. While the season was still in progress she confided to a reporter that she "liked the way they did things." She went on to speak glowingly of the artistic gratification it gave her to be freed from the tradition-encrusted opera managements of Europe and how refreshing it was to work with the youthful bosses of Chicago opera. "Of course," she added reflectively, "I am well paid. . . . We ask our fee, and whoever is crazy enough to give it to us will give it to us."



SOLO CURTAIN CALL brings Callas out onto the stage after a performance of *La Traviata* at La Scala as audience applauds and throws roses at her feet.

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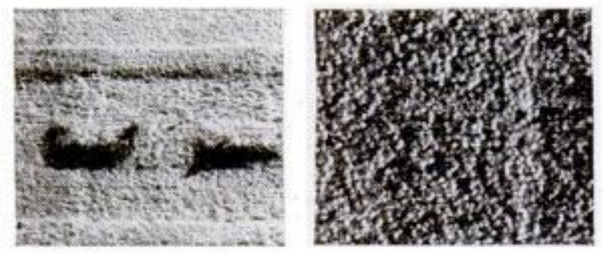
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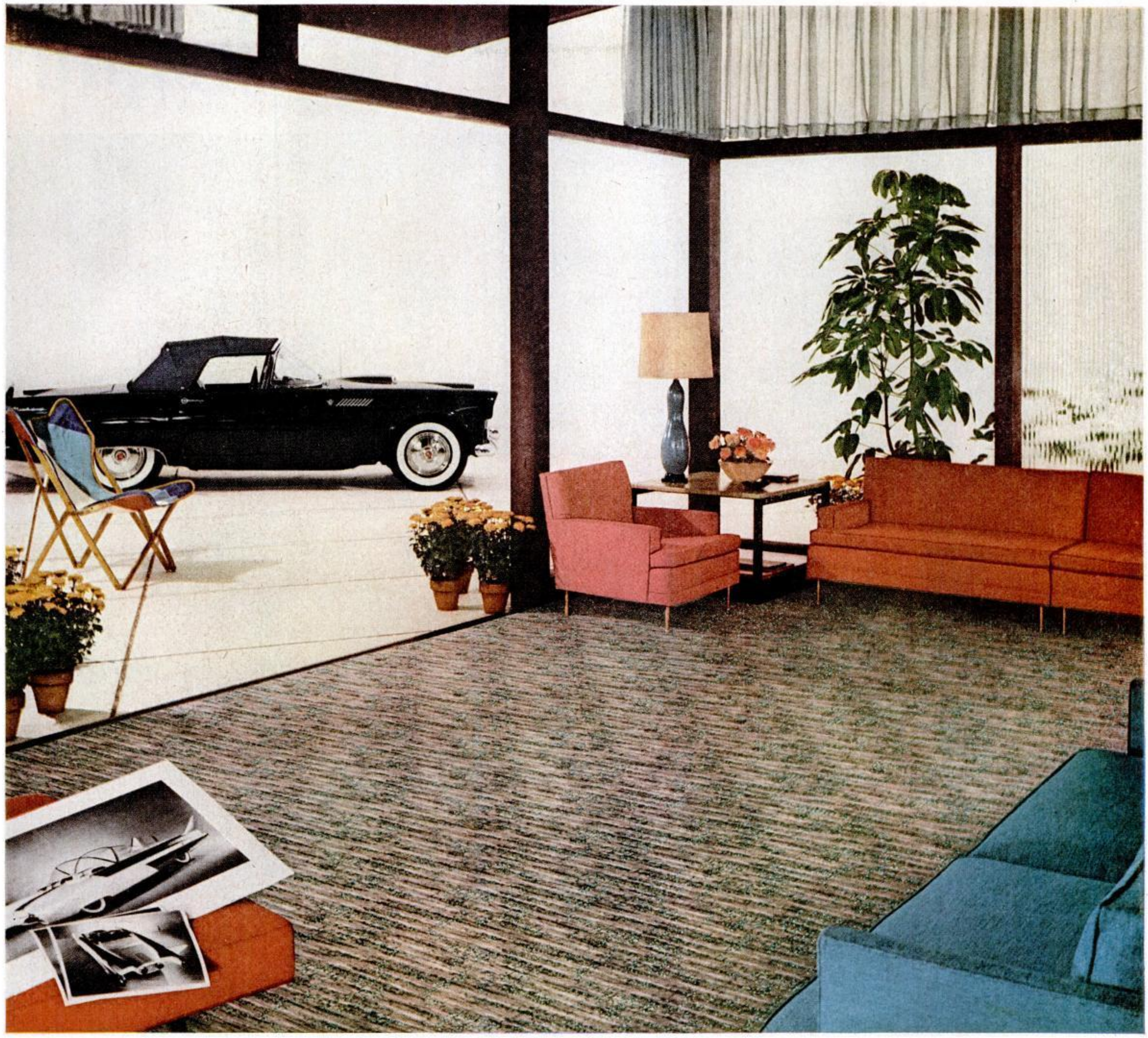
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Yes, what the public calls "hospitalization" insurance has undergone a face-lifting modernization that brings many new and additional cash benefits to the public at lower rates than ever quoted before.

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Our new NC 701 (PA) is called the "wonder policy of 1955." And it's easy to see why. Here's a unit of protection that is Guaranteed Renewable to age 75 or until its full face value has been paid to you in benefits or as a refund at maturity—as much as $5000 in cash. If you are sick or hurt, it pays you specified amounts for the SEVEN MAJOR EXPENSES; if you stay well, you receive a cash refund at maturity of almost all the premiums you've paid in. Just like having a lifetime of protection at almost no cost. With this protection unit, NC 701, rates can never be raised. The benefits can never be reduced. And, if you die or drop the protection for any reason after the third year, you or your heirs receive a cash refund for the residual cash value it has built up—like having money in the bank. Available to wage earners up to 64½ years of age and good to age 75, this new unit created a sensation among insurance men as well as with the public. You may have read about it in your newspaper. As this is a brand new unit of protection, it is not yet available in all states. Is NC 701 offered in your state? Ask your local White Cross Man about it.

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Millions of people have "hospitalization" that helps pay hospital room bills, but they never think of what the family would do for rent, food, for payments on the car or the home if their own pay checks were stopped. Our unit P 16 provides for payment of as high as $200.00 a month for the families of wage earners who are totally disabled because of accident or illness and confined under a doctor's care regardless of whether the bread-winner is in the hospital or recuperating at home. The payments continue for a whole year for illness and two years for accidents, with one half again added for the first two months in the hospital. Here, too, the rate is low as your local White Cross Man will show you.

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Units of protection for every purpose

Under the White Cross Plan there are units of protection to cover mortgages, to provide education for the children, to provide extra retirement income, to pay for the care of the children who lose their mothers, to insure lives of each member of the family for one low premium payment a year. All issued by an old line legal reserve stock company that is, today, paying out well over a million dollars a week to its policyholders and bringing peace of mind to more than five million people.

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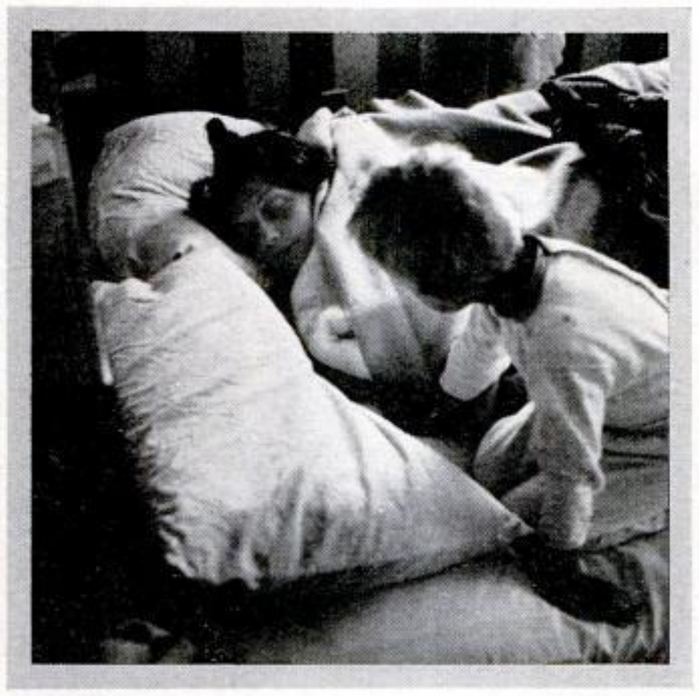
For pleasure in the home — (and a rainy day reserve in the bank) — practice wisdom in the marketplace. When shopping for fine whiskey, for example, choose smooth, celebrated PM and enjoy gemstone quality without ransoming your crown jewels!



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SEQUEL



IN 'LIFE' STORY SON KIRBY AWAKENS GLORIA



EFFICIENCY TEAM talks with Gloria. From left: → Betty Emerson (executive of heart association), Mrs. Fish (occupational therapist), Professor Florence Turnbull (home economist), Gloria Tweten.

EXPERTS TO RESCUE OF BUSY HOUSEWIFE

Under guidance of a specialist team, Gloria Tweten finds that work simplification can be hard work

When the 80-hour work week of Gloria Tweten, an easy-going young housewife of Seattle, was reported by LIFE (Aug. 15), the Heart Association of Washington was shocked into action. The association, which conducts courses in household efficiency to ease the strain on housewives, decided that a "common sense" efficiency study of Gloria's work habits would save her appreciable energy and point a lesson for millions of other housewives. They asked if they could move in on the Twetens.

Skeptical but agreeable, Gloria and her husband, Del, said they could. Forthwith Mrs. Harriet U. Fish, occupational therapist for the heart association, and two professors of home economics and mechanical engineering from the University of Washington spent almost a week watching Gloria work and studying the household layout. Mrs. Fish was especially vigorous in the Tweten crusade. She criticized the length of mop handles, the layout of storage space, the arrangement of kitchen utilities. She especially recommended that Gloria relax regularly by lying on the floor, legs propped up, for five minutes out of every hour. "I don't know," said Gloria at the end of the session. "I think I'd rather do what comes naturally instead of trying to make a production of everything."

ON FLOOR WITH GLORIA, MRS. FISH SHOWS WAY TO REST. GLORIA TRIED BUT WAS DOUBTFUL BECAUSE SON FRANK PROMPTLY BOUNCED ON HER STOMACH



CONTINUED

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EARNEST TIPS, SOME DOUBTFUL REACTIONS



CORRECT CROUCH for cleaning is shown Gloria by Mrs. Fish in illustrated booklet. Gloria's attention diverted, sons Frank and Kirby splash in pail.



TIRELESS TEACHER, Mrs. Fish demonstrates an easy way to place Timmy, 8 months, in crib. "Bend knees, put weight on your legs," she admonishes.



FALTERING PUPIL, Gloria tries method, almost drops Timmy. Told that leg muscles would develop with practice, she said, "Who wants bumpy legs?"



SIT WHEN YOU CAN, Mrs. Fish told Gloria, and drew chair up to drying machine—showing how to pick up chair by first inserting knees under it, not just lifting with hands. "When you sit," she said, "sit straight so you can get your rest." Asked Gloria, "How can I remember to sit down all the time?"



HUSBANDS MUST HELP, said Berl Owens, assistant professor of mechanical engineering, telling Del Tweten that work simplification is a family project.



MEASURING REFRIGERATOR, Mr. Owens wants to move it to bring stove nearer dining room. The change was made and Gloria is glad of step-saving.



BENDING FROM HIPS, Mrs. Fish explains posture pamphlet to Gloria. "Motion-mindedness," she says, "lengthens life. Use your head to save your heels."

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8 HOURS SOUND SLEEP

with no "Morning Hangover" from habit-forming drugs!



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You'll awaken in the morning refreshed, invigorated!

Amazing new SAFE sleeping tablet, NYTOL
GUARANTEED TO CONTAIN NO BARBITURATES, NO NARCOTICS, NO BROMIDES!
Can work wonders helping you fall asleep quickly, without tossing and turning . . . so you get your regular night's sleep, without doping yourself . . . wake up fresh as a daisy, without that "Drugged" feeling

If you are one of those unfortunate people who at times can't sleep at night, but are fearful of taking habit-forming drugs, here is amazing news!

Now, modern medical science has developed a new safe sleeping tablet—called NYTOL. NYTOL Tablets have a remarkable soporific action which helps lull you into peaceful, restful sleep. Yet NYTOL Tablets are *guaranteed* free of dangerous, habit-forming drugs of any kind. That's why you can wake up feeling like a new person, with no morning-after "drugged" effect.

Acts on True Basic Principle

Wondrous NYTOL works on a true basic principle . . . helps *relax* nervous tension. Many people who found it impossible to get their regular good night's sleep, because of worry or overwork, discovered that NYTOL helps them get the best night's sleep they've had in ages!

You, too, may feel lush drowsiness coming over you. The next thing you know it's morning! You get out of bed alert, invigorated, ready for anything! You feel better, look better, work better!

No other tablet in the world acts more safely to induce sleep that helps rebuild your energy more effectively . . . yet is guaranteed free of habit-forming drugs. Yes, NYTOL Tablets are guaranteed to contain *no* barbiturates, *no* narcotics, *no* bromides.

No Prescription Needed

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If NYTOL does not give you your regular night's sound sleep, return the unused portion and your money will be refunded in full.

NO PRESCRIPTION NEEDED

NYTOL Tablets are so safe, you can buy them without a prescription.



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Non-Habit-Forming

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AMAZING NEW, SAFE

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"Patented Beauty"!

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and the only way you can get this patented beauty is with exclusive formula Lanolin Plus Liquid

Apply Exclusive Formula LANOLIN PLUS *Liquid* before retiring. Next morning actually awaken to a softer, smoother, younger-looking skin. You'll see it. You'll feel it. All dryness will be gone, never to return as long as you use Exclusive Formula LANOLIN PLUS *Liquid* regularly. It's as though an angel had touched you with a magic wand while you slept.



Try Exclusive Formula LANOLIN PLUS *Liquid* just once and you will discover as millions of other women have, that your search for a softer, smoother, non-dry skin is ended. Exclusive Formula LANOLIN PLUS *Liquid* is only $1 plus tax. Why not look prettier tomorrow?

ALL LANOLIN PLUS preparations contain wonder-working LANOLIN PLUS Liquid



BACK ARCHED, chest up, head high, Gloria, in newly learned health-rest-for-housewives routine, takes a deep breath as the strenuous study ends.

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NEW IDEA *with Pillsbury Fudge Brownie*

Brownie *no*

WONDERFUL WITH ICE CREAM and a breeze to make with Pillsbury Fudge Brownie Mix: Just add water, pour in a pie tin and bake. Who would dream it could be so easy!

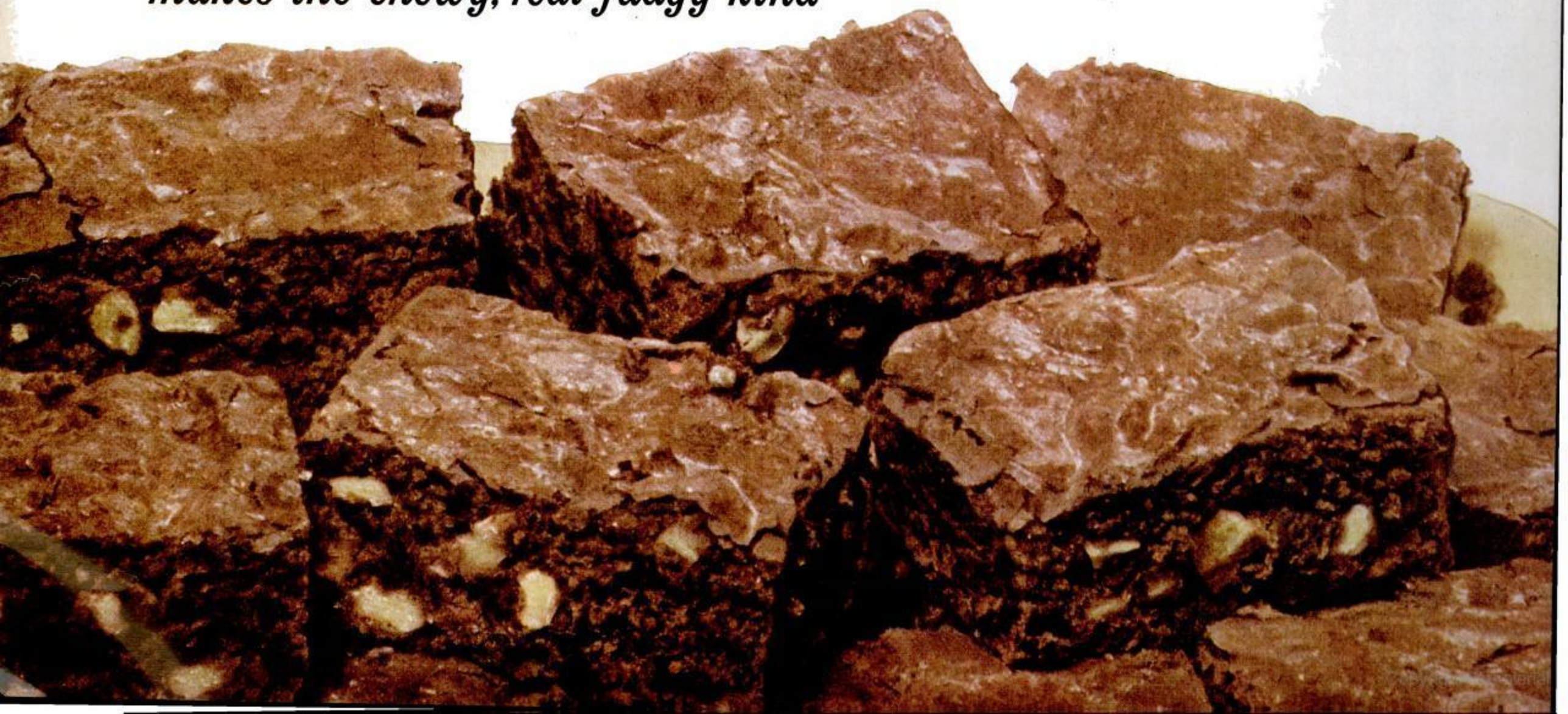
Easier than cake—you don't have to frost it. Easier than pie—there's no crust to make. Quicker than cookies—no rolling or shaping to do. Pillsbury Fudge Brownie Mix is the easiest mix of them all. Not even an egg to add to the Pillsbury kind—the chewy kind with that rich, real fudge flavor. One package makes 18 large brownies or 36 fudgy squares for about a penny apiece.



The easiest Mix of them all

New Pillsbury *Fudge* Brownie Mix

makes the chewy, real fudgy kind



Mix

crust **Pie**



2 minutes from package to oven

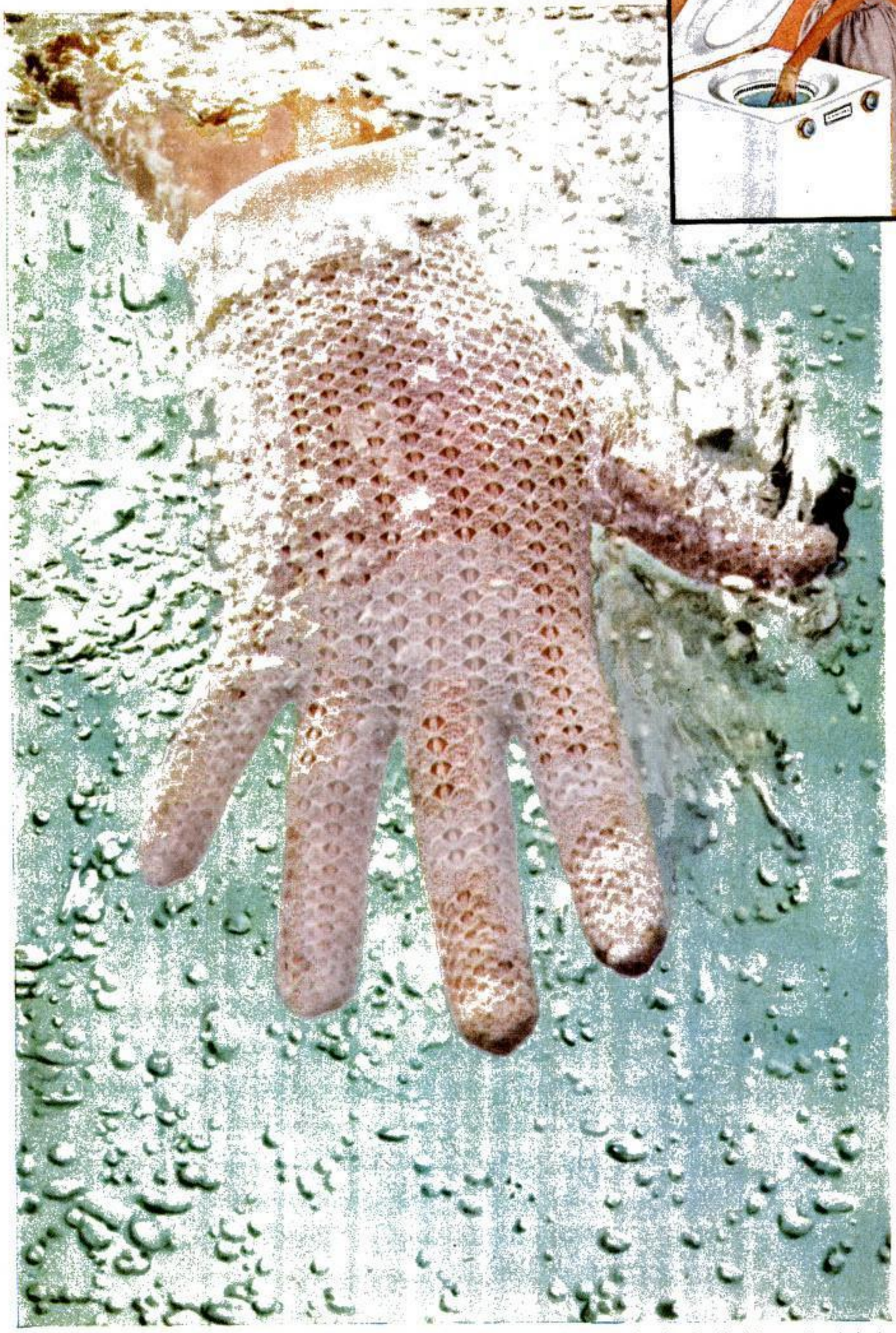
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BENDIX announces

A NEW KIND OF WASHING POWER...

Gets clothes cleaner without thrashing agitator blades





The new BENDIX POWER SURGE WASHER washes with Energized Water

What energizes it?

The Bendix-developed Energy Disc!

A hundred years away from thrashing agitator blades that beat some of your clothes to death, while others barely get their faces washed.

Here's a washer that would satisfy a coal miner's wife with its thoroughness. Yet handles your fragile frillies as though it sympathized with you for paying so much for them.

Energized water surges and bubbles through every stitch of your clothes.

It even looks through the pockets of shirts. And we invite you to feel how it searches through the fingers of gloves!

This is honestly an astonishing washer.

Astonishing even in the way it's built. There are only three moving parts. No gears to wear out . . . no transmission to get out of order.

There are extra years of trouble-free service built right into this Bendix Power-Surge Washer.

You can feel it surging the soil right out of the glove on your hand

Go ahead . . . put your hand in . . . glove and all! The Bendix Energy Disc sets the water a-tingle, gives it a washing power that water has never had before.

Feel those bubbling bursts of energy? You're now *feeling* a washer washing clean. It's Bendix Power-Surge washing—as safe for your clothes as it is for your fingers.

GENUINE FORMICA WORK-TOP . . . AND ONLY BENDIX HAS IT!



When it's not washing (and even when it is!), the Bendix Power-Surge gives you 25 inches of extra counter space.

Carefree, hard-working counter space of genuine Formica! Resists chipping, peeling, cracking, staining. Yours in seven decorator colors.

$100,000.00 BENDIX CONTEST

NAME THE WASHING ACTION. WIN $10,000.00 CASH FIRST PRIZE
360 Power-Surge Washers as additional prizes

Come in—see the unusual way the new Power-Surge Washer washes. Then name the action. Nothing to buy—easy to enter—hundreds of opportunities to win! Get blanks at your Bendix dealer now. Entries will be judged on the basis of originality, uniqueness and suitability by independent judges. Contest closes November 23rd, 1955.

CROSLEY AND BENDIX* These two great names are joined. Now the creative engineering that Crosley brings to America's aircraft and electronic development is yours in every Crosley & Bendix home appliance. There could be no higher standard of quality.

BENDIX

In Canada, Crosley and Bendix Home Appliances are manufactured and distributed by Moffats Limited, Weston, Ontario

POWER-SURGE AUTOMATIC WASHER



MOVIE O'REILLY (Aldo Ray) holds Japanese orphan named Chiaki on his shoulders outside rebuilt movie model of the original, dilapidated orphanage.

REAL-LIFE O'REILLY has a happy reunion with Chiaki, who plays himself in movie. Film's cast and crew set up a fund for Chiaki's later education.

THE GOOD SERGEANT'S RETURN

O'Reilly goes back to Osaka for film about his orphanage

Like many another veteran of the war in the Pacific, Sgt. Hugh O'Reilly hated the Japanese so much he couldn't bear to go near them for months after he arrived in Japan on occupation duty. This was in July 1949 when he joined his regiment, the now celebrated 27th Infantry. Two and a half years later, on the 10th anniversary of Pearl Harbor, O'Reilly married Yuko Saito in the city of Osaka, whose newspaper named him its "Man of the Year." What had wrought this startling change in the shy Irishman from the Bronx is told in a Columbia picture, *Three Stripes in the Sun*.

Late in 1949, O'Reilly had visited a ramshackle Japanese orphanage in Osaka and had been so appalled by its miserable condition that he started a gigantic regimental money-raising crusade which brought in $180,000 for a new building. His hatred thawed, Hugh now not only met Japanese civilians but eventually fell in love with one of them. After marrying her, he brought her back to the U.S., but returned this spring to Osaka, where these photographs were made, as technical adviser on the film about his own spectacular conversion from hate to humanitarianism.

CONTINUED 101

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REUNION WITH OLD FRIENDS

Back in Osaka, Hugh and Yuko O'Reilly spent most of their time on movie location at the new Holy Family orphanage that O'Reilly and his regimental comrades had built, a three-story structure run by the Sisters of Charity. Occasionally, they were able to get away and dine (*right*) with Hugh's in-laws, the well-to-do Saitos, who had first objected to his marriage with Yuko on the grounds that he was a foreigner, and a low-paid one at that. Now, with Hugh a hero to Osakans, they are as proud of him as Mrs. O'Reilly in the U.S. is of her amiable, non-Irish daughter-in-law.



AT TEA WITH IN-LAWS Sergeant O'Reilly (*right*) listens to father Yoshio Saito, a wealthy Osaka businessman, expound the niceties of Japanese drama.



BEHIND BACK OF SCOTTISH SISTER GENEVIEVE, HOLY FAMILY ORPHANAGE EXECUTIVE, BENEFACTOR HUGH O'REILLY PLAYS PEEK-A-BOO WITH LITTLE GIRL



A MOCK SWORDFIGHT outside orphanage engages Chiaki and friend. Boy on ground is wounded.

IN NEW ORPHANAGE Sergeant O'Reilly arrives during girls' lunch to inspect new dining facilities. →



CONTINUED

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Published as a service to cat owners by the makers of America's largest selling cat food.



let's clear up the confusion about cat foods!

- *Does "All Fish" mean the same as "Whole Fish"?*
- *How does a cat get necessary "vegetable and salad greens"?*
- *Are meats from the butcher better for your cat?*
- *Why does Puss 'n Boots Cat Food cost a little more?*

● Does "All Fish" mean the same as "Whole Fish"? No! An "all fish" cat food may be made of fish scraps—heads, tails, bones, etc. A *whole fish* cat food is made from all *of* the fish. The chart at the right shows how Puss 'n Boots Cat Food retains all vital nutrients of the whole fish.

Puss 'n Boots is made from deep-sea whole fish, fresh-caught and processed just for cats.

● How does a cat get necessary "greens"? A cat needs vegetable nutrients, but he can't eat vegetables and salads the way you do. He *can* get these nutrients from certain cereals. An "all fish" cat food lacks them. But...

Puss 'n Boots contains seven valuable cereals, carefully selected for all-round nutrition ... mixed and pressure-cooked with the finely ground whole fish.

● Are meats from the butcher better for your cat? No! Meats like hamburger or liver are wonderfully rich in some nutrients, deficient in others. They cannot supply cats a natural life balance of nutrients equal to that in whole fish.

● Why does Puss 'n Boots cost a little more? Actually, Puss 'n Boots costs only a penny or two more than "by-product" cat foods. But it obviously costs us more to catch deep-sea fish, and process them whole, *just for cats.*

Don't short-change your cat!
Your cat's welfare should count most in selecting a cat food. Feed Puss 'n Boots regularly, and you'll see a wonderful improvement in playful energy, in beauty! Pick up a week's supply now at your food store! Your money will be gladly refunded, if you are not completely satisfied.

How the Natural Life Balance of WHOLE FISH is retained in Puss 'n Boots

BONE STRUCTURE for calcium and phosphorus for sturdy frame. Made crumbly and digestible, *retained in Puss 'n Boots.*

FILLETS OR FLESH for proteins that promote growth. Generally reserved for human consumption, but *retained in Puss 'n Boots.*



LIVER, GLANDS. For vitamins and minerals. Often extracted for medicinal use, but they are *retained in Puss 'n Boots.*



Listen to **"HOTEL FOR PETS"**. A delightful radio program, starring Frank McHugh. Monday through Friday afternoons, NBC Radio Network.

OWN A CAMERA? For your copy of "How to Photograph Your Cat", by Walter Chandoha, just send 25¢ and 3 Puss 'n Boots labels to Puss 'n Boots, Dept. L-75, Box 364, Times Square Sta., New York 36, N. Y.

PUSS'n BOOTS

America's largest selling cat food

Coast Fisheries Division of The Quaker Oats Company, Wilmington, California

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TWO O'REILLYS, Aldo Ray and Hugh himself, await shooting of orphanage sequence with Chiaki.



TWO MRS. O'REILLYS, real one and Mitsuko (*right*), watch men. Both are expectant mothers.



IN LOVE SCENE, Mitsuko is hesitant about kissing Ray. So was real-life Yuko, who kept Sergeant O'Reilly at arm's length every time he greeted her. "Remember, Hugh," she said, "not in public."

MOVIE O'REILLYS GET ACQUAINTED

In the film of his charitable and romantic exploits, the part of Sgt. Hugh O'Reilly is played by Aldo Ray, and that of Yuko by Mitsuko Kimura, cover girl on a special Asia issue of LIFE (Dec. 31, 1950) who is now the wife of a Japanese-American. Under Hugh's tutelage, the job of getting on with 160 kids was a cinch for Aldo Ray. More difficult was the seemingly simple matter of an old-fashioned movie kiss. Public kissing is still taboo in Japan and Mitsuko would properly have none of it. The problem was solved by an authentic embrace—but not until the cast returned to Hollywood, where such kissing is permissible.

BETWEEN TAKES, ACTOR ALDO RAY MAKES FRIENDS WITH ORPHANS BY DOING A RING-AROUND-A-ROSY WITH THEM ON "THREE STRIPES" MOVIE SET



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Add these smart assets to your wardrobe...

BANKERS CHECKS

SEE BERT PARKS ON VAN HEUSEN'S "STOP THE MUSIC"—ABC-TV

ON Wall Street or Main Street, Van Heusen checks you out in checks that make you feel as affluent as a tycoon. And because they're Van Heusen's, they're the smartest investments you can make. The handsome dress shirts, available in *your* favorite collar styles, touch a charcoal suit with added elegance. Dress Shirts, **$3.95.**

Shirt-Mate Tie, **$1.50.** Sport Shirts, **$3.95.** Flexibelt Pajamas, **$3.95** and Shorts, **$1.** Handkerchiefs, **50c.** Van Heusen's special checks, in all 4 colors, look definitely "upper-bracket" at prices that won't tax you at all.

Another fashion wardrobe by

VAN HEUSEN®

At better stores everywhere or write to Phillips-Jones Corp., 417 Fifth Ave., N. Y. 16, N. Y. Makers of Van Heusen Shirts • Sport Shirts • Ties • Pajamas • Handkerchiefs • Underwear • Swimwear

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GOWN BY TINA LESSER.
COURTESY OF BONWIT TELLER

Handsome styling, handiest tuning, clearest picture—you get all three in Motorola TV for '56. Choose from many high-styled models in rich wood finishes and decorator colors.

SHOWN HERE: Deluxe 21-inch, contemporary design. Beautiful Blond or Mahogany wood finish. Model 21K40B.

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The fine new Motorola TV for '56

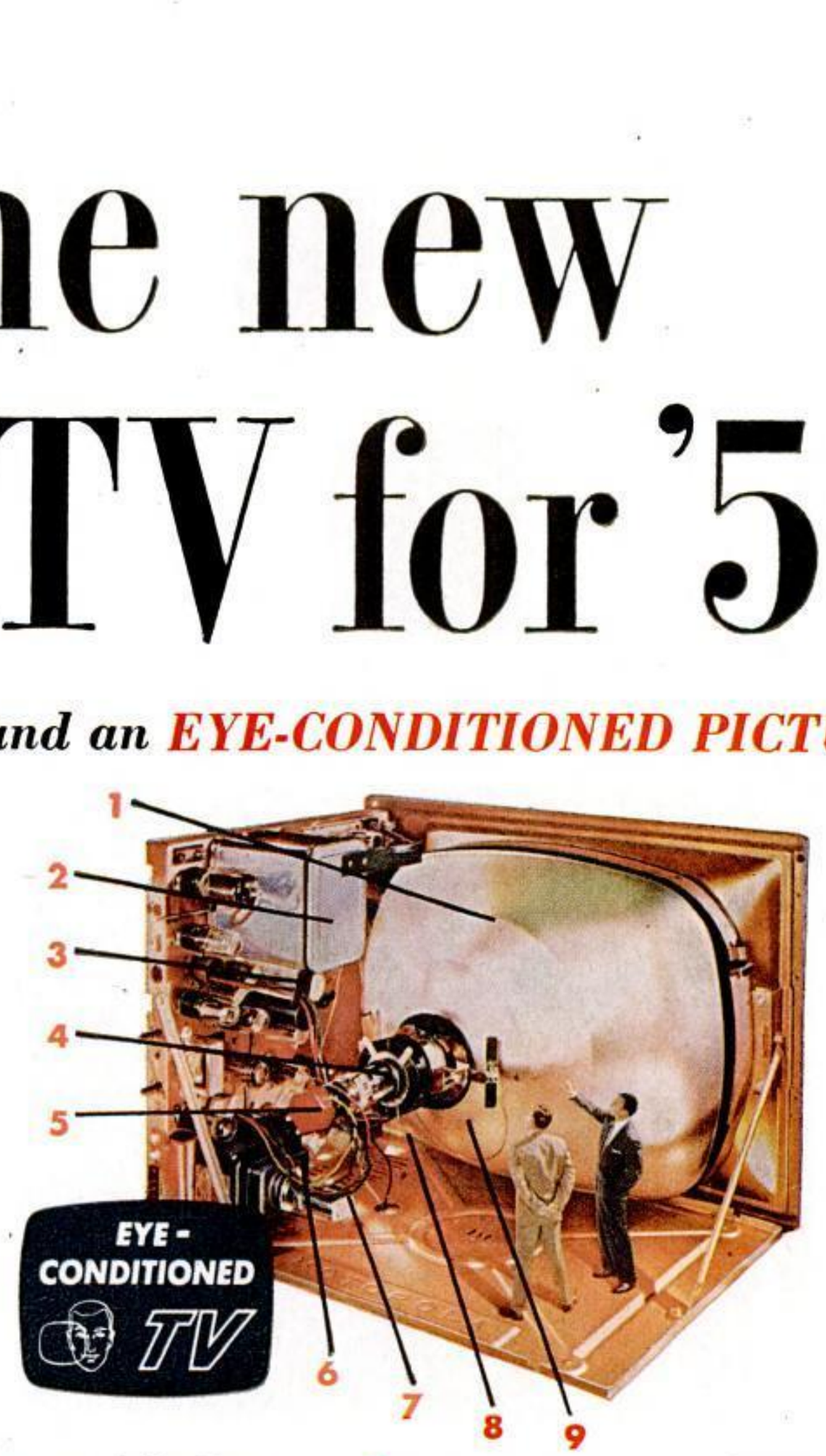
featuring RIGHT-UP-FRONT TUNING *and an* EYE-CONDITIONED PICTURE

Television's two most needed advancements are here—and you get them only from Motorola.

You get the world's easiest tuning, because Motorola's Right-Up-Front Tuning groups all controls in the most convenient spot on the set. You get the world's sharpest, clearest picture too, with Motorola's new Eye-Conditioning.

You get both advances because of Motorola's entirely new kind of TV design, the exclusive Power Panel.

Power Panel combines nine major improvements (many discovered during Motorola's pioneering in color TV) to give you the most advanced television you can buy at *any price*. Value above all! See it now—at your Motorola dealer's.



Power Panel with 9 improvements brings television's easiest, most comfortable viewing

1. TV's most lifelike picture. Motorola gives you the full range of tones that add depth to your picture.

2. Handiest tuning in TV, with Right-Up-Front Tuning, plus exclusive pushbutton on-off switch.

3. More picture power. Full-power transformer for maximum brightness, plus aluminized picture tube, produce a clearly defined, camera-clear picture.

4. No glare—no strain. Lens-mounted Glare-Down design, eliminates glare and reflections—makes TV more comfortable than ever.

5. Perfect focus at all times with Motorola's exclusive new Automatic Beam Stabilizer.

6. Perfectly tuned picture that stays that way, because new Thermostatic Tuning automatically compensates for temperature changes in your set.

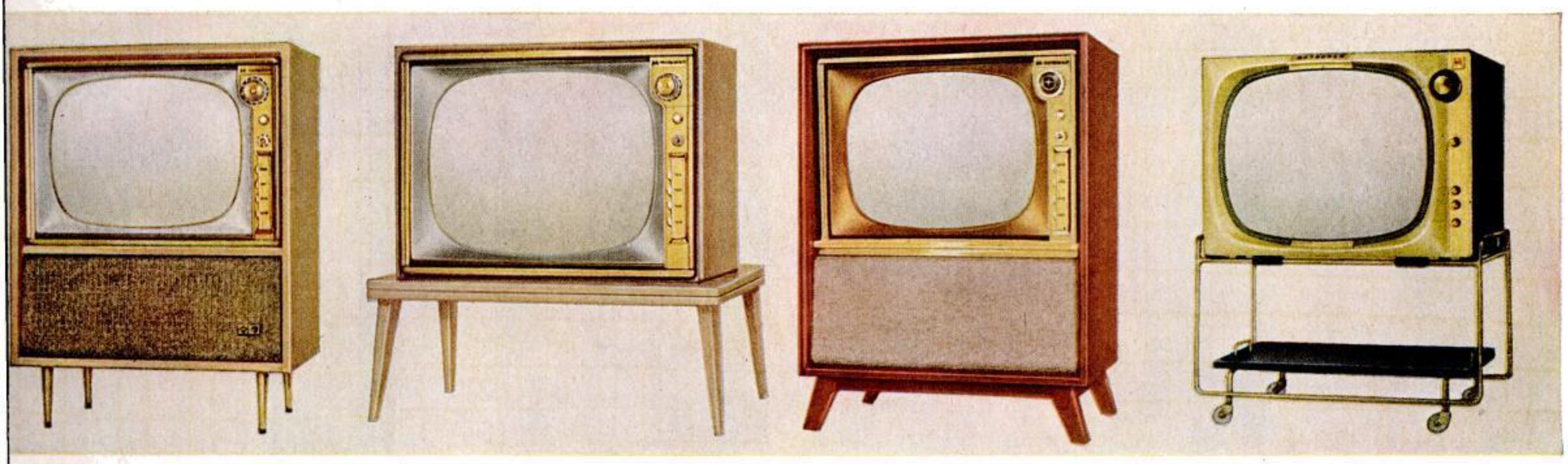
7. No flips, no flops, no tears in picture because of Motorola's exclusive Signal-Sealed Circuits.

8. No irritating streaks on screen, because exclusive Humidity-Proof Insulation shields against high-voltage interference and humidity changes.

9. Constantly steady picture, with Motorola's Automatic Picture Control which maintains a constant signal to give you a steady picture.

MOTOROLA® TV

FROM THE WORLD'S LARGEST EXCLUSIVE ELECTRONICS MANUFACTURER



Custom Deluxe 21-inch console in Birch or Walnut, tapered brass legs. Push-button on-off switch. Model 21K44B.

24-inch Deluxe table TV. Wood-finish cabinet, in Blond or Mahogany. Push-button on-off switch. Model 24T4B.

21-inch Deluxe console, in Mahogany or Blond. Glare-Down/Sound-Up. Push-button on-off switch. Model 21K41.

Decorator colors—budget prices! 21-inch table TV. Charcoal, Blond or Bronze finish. Model 21T26.

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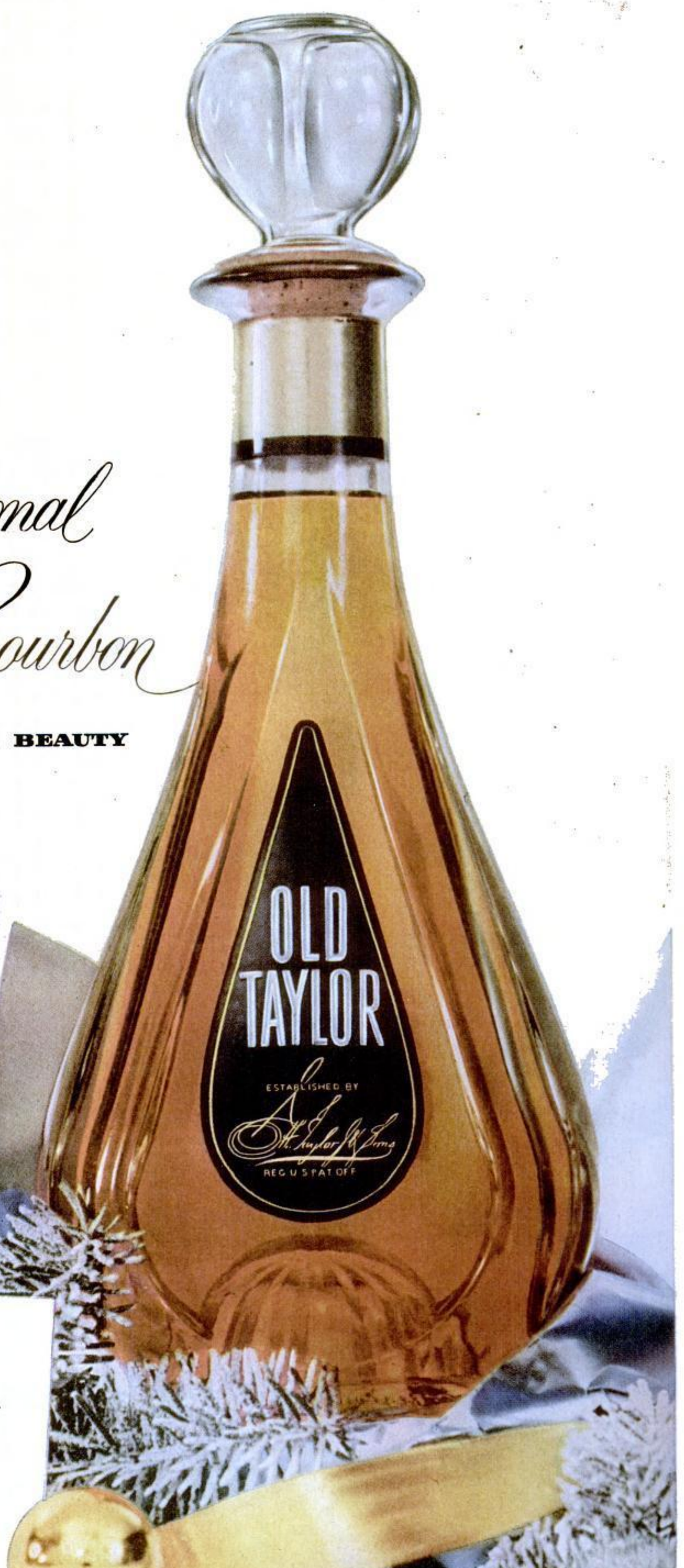
America's Traditional Gift Bourbon

IN A DECANTER OF EXQUISITE BEAUTY

The world knows no finer bourbon than Old Taylor—"The Noblest Bourbon of Them All." Give it to your friends in this exquisite Presentation Decanter. Here good taste and great beauty go hand in hand.

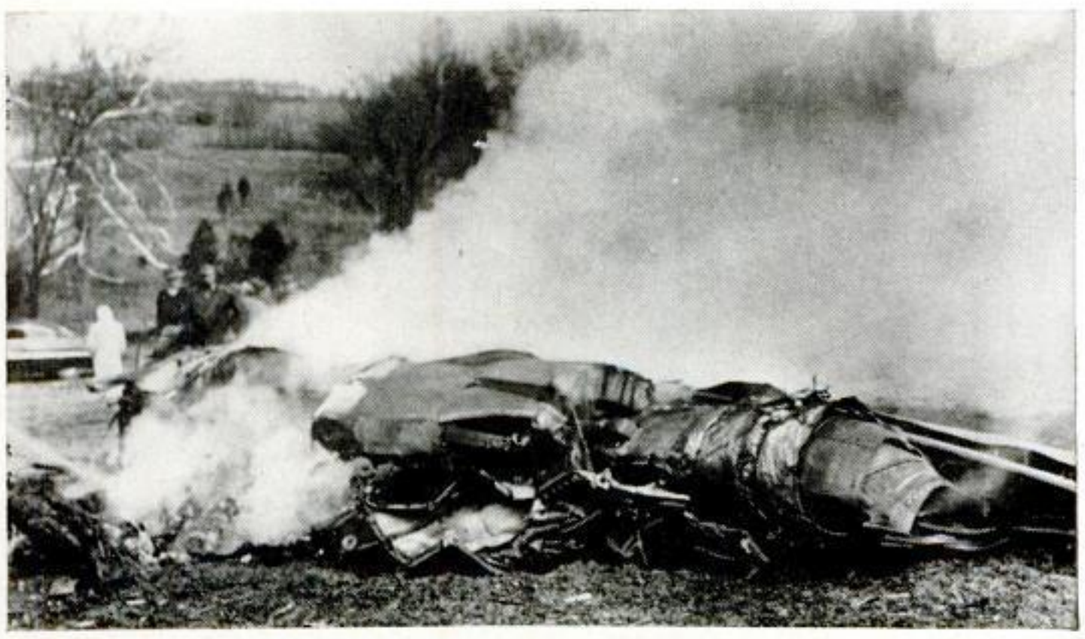


The Old Taylor Presentation Decanter costs no more than the standard bottle. It contains the same amount of the same rare bonded bourbon.



KENTUCKY STRAIGHT BOURBON WHISKEY • 100 PROOF • BOTTLED IN BOND • THE OLD TAYLOR DISTILLERY CO., FRANKFORT, KY. • DIV. OF NATIONAL DISTILLERS PRODUCTS CORP.

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THIS DEMON EXPLODED IN MID-AIR OVER WASHINGTON, MO. THE PILOT LIVED

NAVY'S JET BLUNDER

Crashes and engine delays put program way back

In Washington this week a House subcommittee began looking into what may be the worst blunder in the history of U.S. jet aviation. In the wake of Korea the Navy rushed into production a number of jet planes, including the McDonnell F3H-1 Demon which was to be powered by a souped-up version of Westinghouse's J40 engine. Although the new version failed to work out, the Navy built 60 Demons anyway, powered with the older, weaker J40. Later it had to give the Demon an entirely different engine. Since the first flight seven of the planes have crashed, killing four test pilots, although the causes have not been definitely determined.

Other planes were affected by Westinghouse's failure to develop a J40 with adequate power. The Douglas A3D and F4D had to be redesigned. Slow delivery of another Westinghouse engine put Chance Vought's Cutlass behind schedule. The Navy's rush program has led to cancellation of 1,000 planes at a cost to taxpayers of a quarter of a billion dollars.



COSTLY STOCKPILE of unused J40 engines stands outside McDonnell plant in St. Louis. Navy officials say the power of these engines was "insufficient for the weight of the aircraft." Engines may be used now for training mechanics.

GROUNDED DEMONS ARE LINED UP ON HARDSTAND NEAR McDONNELL PLANT WAITING FOR A MORE POWERFUL ENGINE, THE ALLISON J71, TO BE INSTALLED



COMEBACK IN THE WOODLANDS

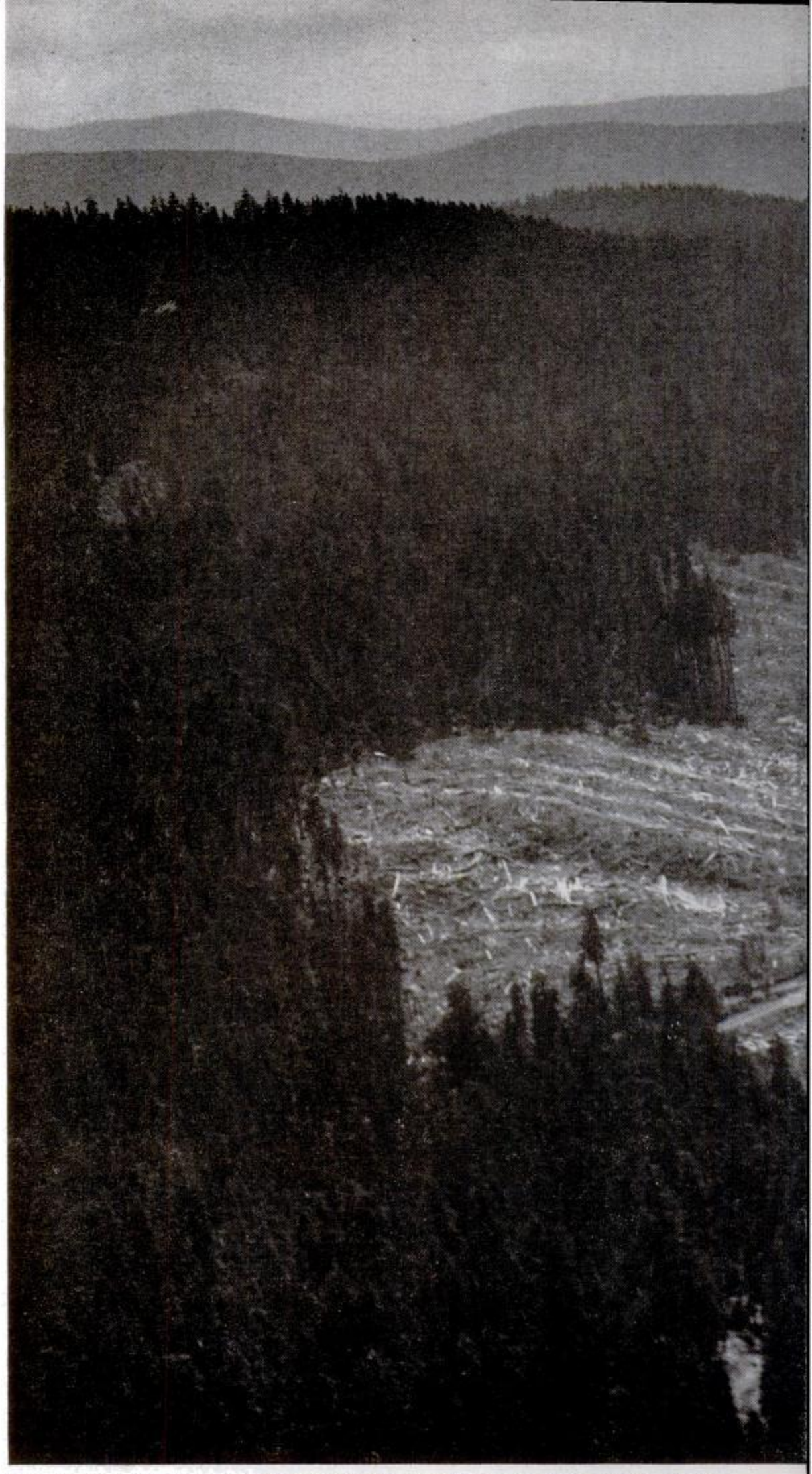
THE CHANGING TIMBER INDUSTRY NOW GROWS MORE THAN IT CUTS

A 1,000-page report issued last week by the U.S. Forest Service marked a historic turning point for one of the country's greatest natural resources, its woodlands. Plundered and threatened for decades by careless or greedy cutting, commercial forests—which still mantle a full quarter of the U.S. —are now no longer shrinking but growing wood faster than it is harvested. Although a staggering 10.8 billion cubic feet is being felled annually, 14.2 billion cubic feet of new timber is being raised every year.

Happiest at the news were the big timber firms, for it measures the success of a 20-year program which has transformed the industry. Mass attacks on insects, mechanized firefighting and new disease-resistant hybrids produce and guard spreading stands of sturdier timber. Machines replace much muscle work of oldtime loggers and increased efficiency rescues mountains of wood formerly wasted.

But the most revolutionary advance is a new philosophy which is changing the face of U.S. forests. Trees, once only a source of quick profit, have become a carefully tended agricultural crop, a long-range investment. Better practices like block cutting (*right*) assure a steady supply of wood for decades to come.

The Forest Service report warns, however, that the most useful grades of timber are still being cut faster than grown, and that as demand keeps growing the overall supply may have to double in the next 50 years. The well-managed domains of the big timber firms and the government comprise only 40% of all commercial forest. The rest is split up among 4.5 million private owners who, for the most part, manage their lands poorly. They will have to learn from their bigger brethren, if the U.S. is to satisfy its future wood needs.



BLOCK CUT FOREST ON WEYERHAEUSER TIMBER CO.'S TREE FARM NEAR



FIELD OF STUMPS, left after block cutting on Weyerhaeuser timberland, was mistakenly used by Interior Secretary Ickes as example of bad forestry practice.



NEW GROWTH after five years has covered the hill with young trees. The area had been reseeded by blocks of trees which were left standing on the periphery.

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LONGVIEW, WASH. LEAVES TREES TO RESEED LOGGED PATCHES AND BRING REGROWTH. SCARS WERE MADE BY LOGS DRAGGED TO CENTRAL LOADING POINT



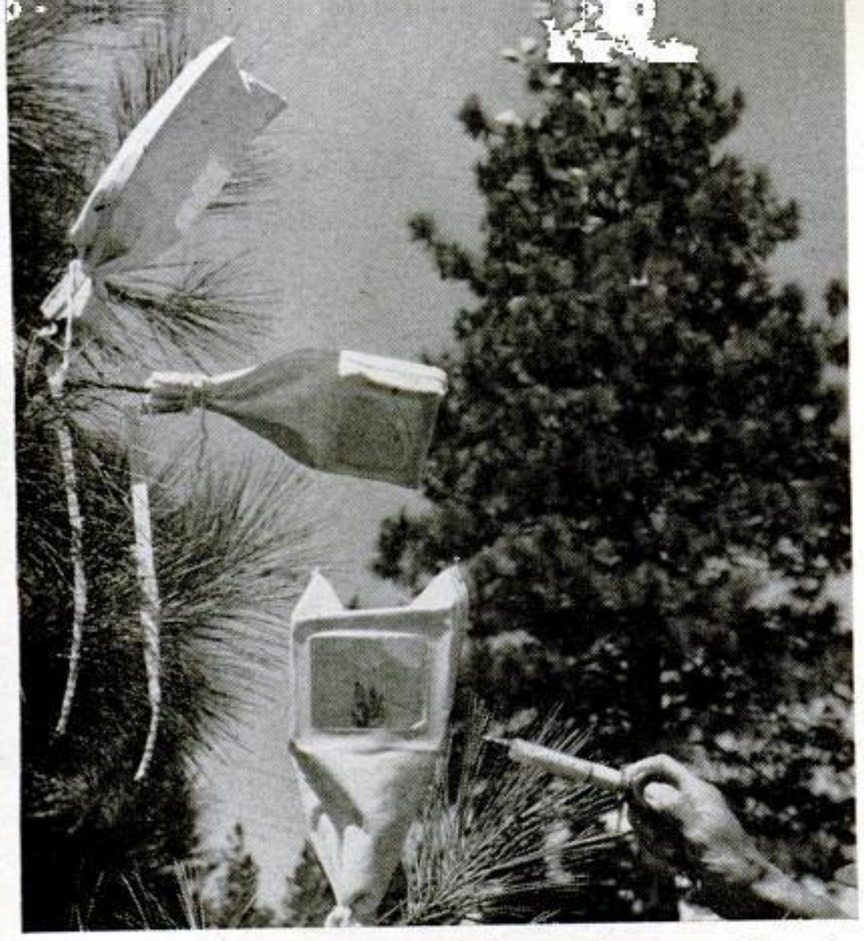
SPREADING TREES five years later have overgrown scars of earlier logging. Loggers' huts were left standing to emphasize the different stages of tree growth.



DENSE FOREST of Douglas fir, now over 20 feet high, almost hides the huts. In 70 more years they will be logged off, and the same cycle will start over again.

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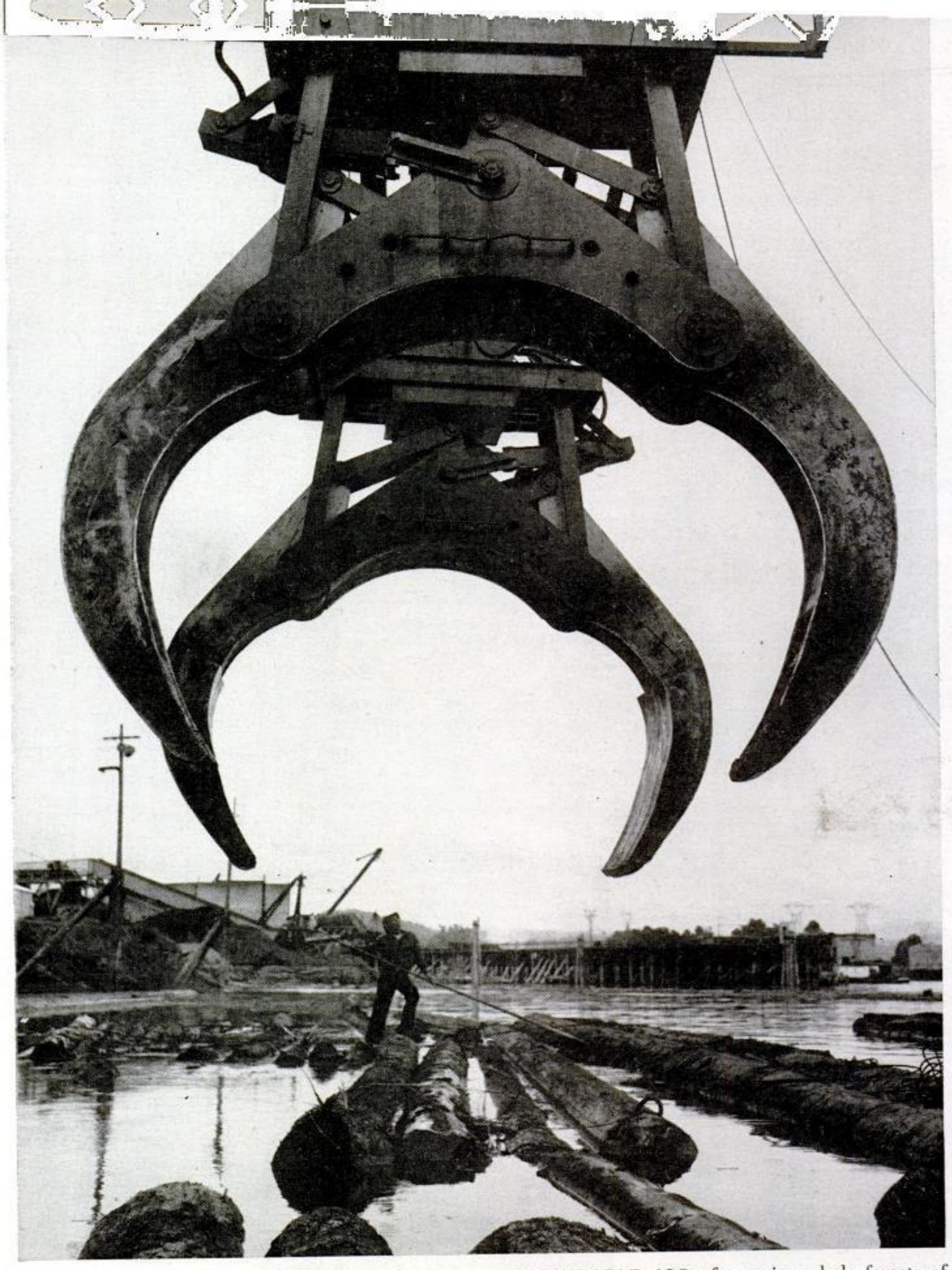


ARTIFICIAL POLLINATION of pine conelets to produce hybrids is done with pollen injection. Bags keep out alien pollen.

TREE SCIENCE, SEED TO SAW

Every phase of tree growing, from seeding to harvest, has been infiltrated by scientific techniques. Geneticists have bred bigger, more disease-resistant timber. To protect existing stands, a seven-year program of aerial spraying guards four million acres of Northwest forest against insect pests. In harvesting the crop, mammoth bulldozers, trucks, cable lifts and grapples now hustle the big logs out of the woods and into the sawmills.

But mechanization has not robbed the industry of its primitive drama. Wiry lumberjacks who put away 10 pounds of food a day still balance on the bobbing logs, wrestling them into position to float downriver. And in the silent depths of the canopied wilderness majestic redwoods still topple with breathtaking crash to the forest floor (*pp. 114, 115*).



PONDEROUS PINCERS, 14 feet from claw to claw, are new technological improvement at Crown Zellerbach mill at Camas, Wash. The claws scoop a dozen logs at a time from the Columbia River.

FORMIDABLE JOB of spraying whole forests of fir and spruce against spruce budworm is done by a plane flying over treetops of Oregon's Blue Mountains. Spraying has been 95% effective against pest.

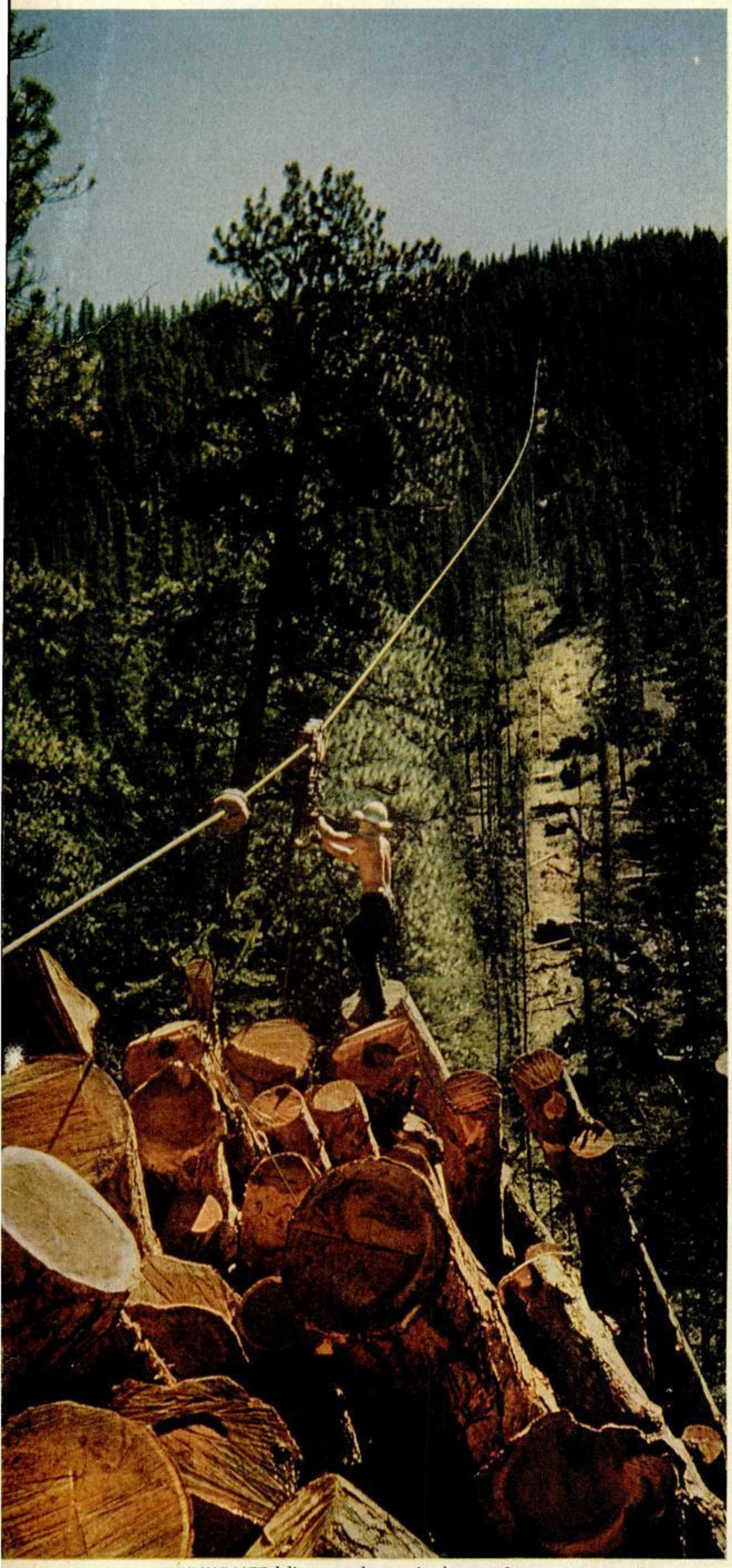


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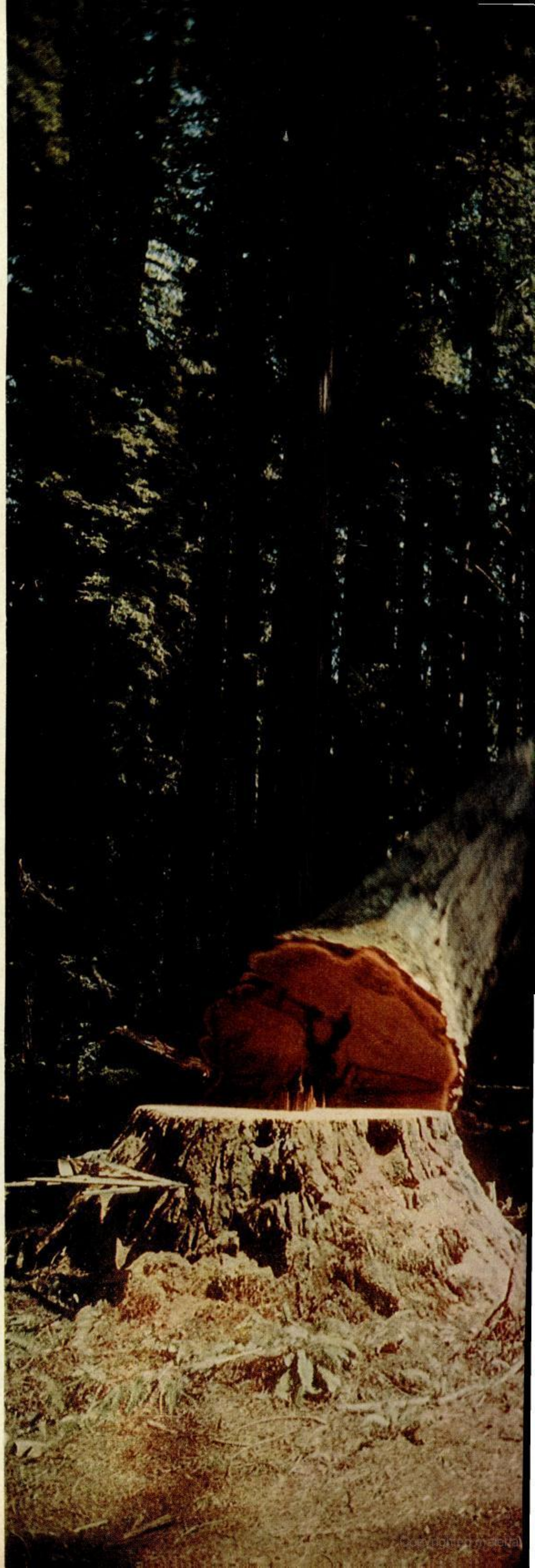
BARE-CHESTED BOOM MEN strain with long pike poles and a short peavey to line up Douglas fir logs so they will pass easily through a narrow branch of the Coos River in southwest Oregon. Downstream, a dam is about to be opened, and the logs will roar away through the forest-fringed canyon toward a plywood mill.

CONTINUED

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SKYLINE LIFT delivers ponderosa pine logs cut from precipitous ridges in background to collection point in foreground without scarring the intervening slope.



CRASHING REDWOOD, a 330-foot-tall giant cut to make way for younger trees, tumbles off its 16½-foot-thick stump straight for a bed made of dirt and branches. →

EXPLODING LOG of the newly downed redwood cracks open with a fiery roar. The mammoth trunk was split with black powder so machinery could handle it.

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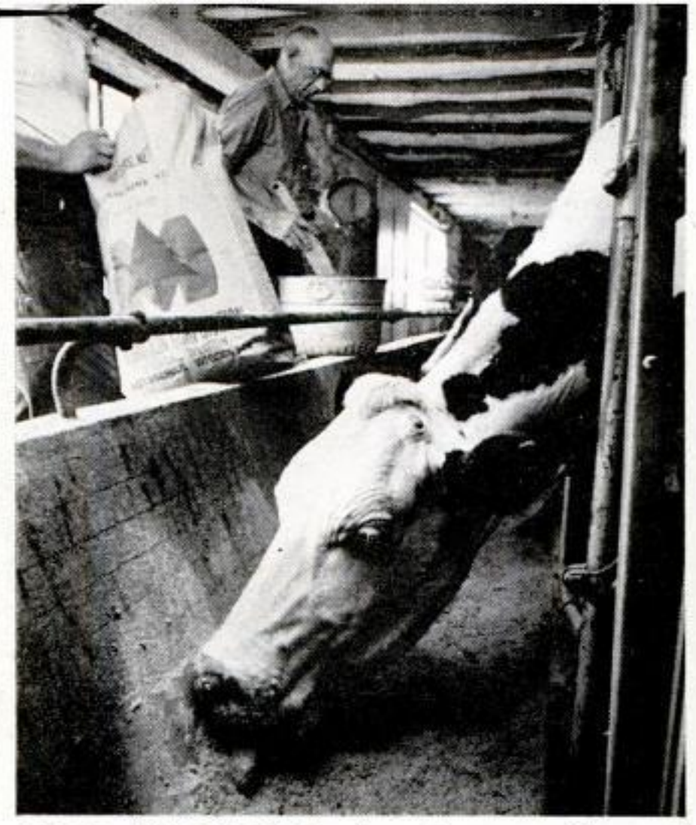


A "COLD DECK" of redwood, a stack of logs stored outdoors, towers over a tallyman as it sits deep within a Pacific Lumber Co. forest in northern California awaiting its time at the sawmill. Redwood is extremely resistant to rot and withstands attack of insects so well that birds do not live in redwood forests.

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TREE STUMPS are piled at Hercules Powder Co. plant, Hattiesburg, Miss. for turpentine extraction.



WOOD-WASTE FEED, given in test to livestock at Wausau, Wis., prevents ketosis, a cattle disease.



WEATHERING PLYWOOD, tested at Nisqually, Wash., shows how woods and glues endure climate.

SEEKING TO MAKE THE MOST OF WOOD

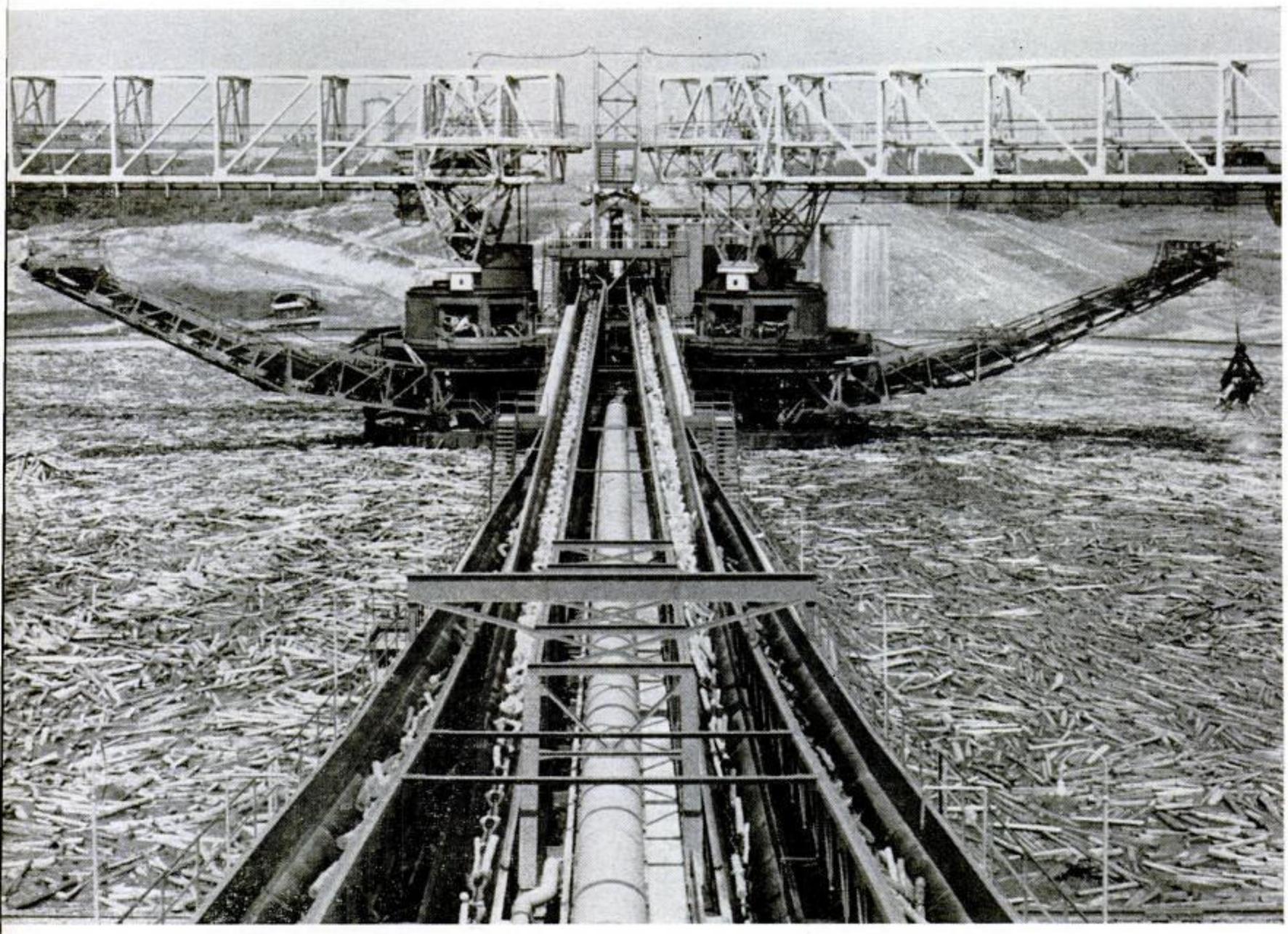
Because of the seemingly inexhaustible supply of timber which kept wood yards stacked with mighty logs, timbermen were slow to recognize the need for getting the most use out of the trees they cut. But in the face of rising costs they have found new ways to reduce waste. Stumps, once left to rot, are uprooted and used to make turpentine. Snags—tree trunks burned in forest fires—are salvaged for useful timber. Scraps are swept from sawmill floors and sent to pulp mills (*next page*). As a result of timbermen's new-found frugality the fraction of every tree which is commercially useful has risen in the past 20 years from 30% to as high as 70%.

Meanwhile wood scientists are searching for ways to improve and find new uses for their products. Chemists are making paperboard tougher and more moisture-resistant (*below*). Plywood is being strengthened with more binding glues. And in the field of building materials they are experimenting with laminated wood beams which are as strong, pound for pound, as structural steel.

INFLATED IGLOO of translucent plastic is a sealed-in climate laboratory for testing the strength of paperboard cartons under different humidities at the Institute of Paper Chemistry at Appleton, Wis. Since the war the institute has found a way to make cartons moisture-resistant by treating them with sulphur.



CONTINUED



TWO-ARMED CRANE arches over pond at Bowaters mills in Calhoun, Tenn. where six weeks' supply of pine is stored. Crane fishes out the wood for the trip by belts (*foreground*) to chippers and grinders.

FASTEST CONSUMER—PULP

The biggest increase in the use of wood in the U.S. is for paper and paper products. In 20 years, the nation's per capita paper consumption has risen from 200 to 400 pounds a year for bags, boxes, magazines, newspapers and a multitude of other uses. Meeting the growing demand is the task of a $9 billion industry which converts 2.3 billion logs every year into 30 million tons of paper, and is expected to double its production by 1975.

Of the 33 new pulp and paper mills built since the war 19 are in the South, where cheaper labor and plentiful water exist and where southern pines reach harvestable age twice as fast as pulp trees anywhere else. These combine to make the area the nation's pulp center.

No branch of the wood business so subjugates the forest as pulp-making. The South's modern, streamlined plants are equipped with a complicated array of debarkers, chipping machines, digesters, bleaching vats and drying rolls to separate the fibers from the coarse wood and combine them once again into the smooth and uniform texture of paper. It all seems closer to the manmade world of chemistry than to the rustic forests which feed them. One of the most modern mills, the Bowaters mill in Calhoun, Tenn., keeps 2.1 million logs in an elaborate artificial storage pond to prevent them from rotting. It is mechanization on Bowaters' massive scale which has doubled the South's pulp production since 1946.



IN THE CONTROL CAB OF GANTRY CRANE

AGLOW WITH LIGHT, BOWATERS MILL WORKS THROUGH THE NIGHT, CONVERTING PINE LOGS, KEPT IN POND (RIGHT), INTO PAPER IN CONTINUOUS OPERATION.



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40 FEET ABOVE BOWATERS STORAGE POND OPERATOR'S HAND GUIDES "ORANGE PEEL" GRAPPLE AS IT SEIZES THREE TONS OF LOGS FOR RIDE INTO MILL

MILL CONSUMES 3.5 MILLION TREES A YEAR, PRODUCES 150,000 TONS OF NEWSPRINT, WHICH ROLLS CEASELESSLY OFF MACHINES AT 20 MILES AN HOUR

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A NEW **BENDIX** CLOTHES-DRYING MARVEL . . .

TWICE AS FAST AS OTHER DRYERS

Like 8 hours of sunshine in just 27 minutes!

If you've ever strung up a basketful of wet clothes, you know the *big* reason for owning an automatic clothes dryer. It probably saves more backaches, and headaches, than any other single appliance.

Wonderful as they are, though . . . there's a common complaint about most dryers. They're slower than your washer. Wet clothes pile up, waiting for the dryer.

But now . . . the new Bendix Super-Fast Dryer will keep pace with your washer. It's twice as fast as other dryers.

Full Width Air-Flo makes the difference. Twice as much air flows through the Super-Fast. And temperatures are always balmy, never scorching.

Safe? Manufacturers recommend *this* dryer for the most fragile fabrics!

In ten fast minutes your Bendix dealer can give you a complete Super-Fast demonstration.



.....GENUINE FORMICA WORKTOPS

Just say the word and you can have your Super-Fast Dryer with the extra advantage of a carefree, hard-working Formica top. In your choice of 7 decorator colors. The extra cost is next to nothing. *Only Bendix has Formica!*

Dries a whole load of clothes in less time than you could string up a basketful!

. . . and clothes look better

. . . feel softer

. . . last longer, too!

In Canada: Crosley and Bendix Home Appliances are manufactured and distributed by Moffats Limited, Weston, Ontario

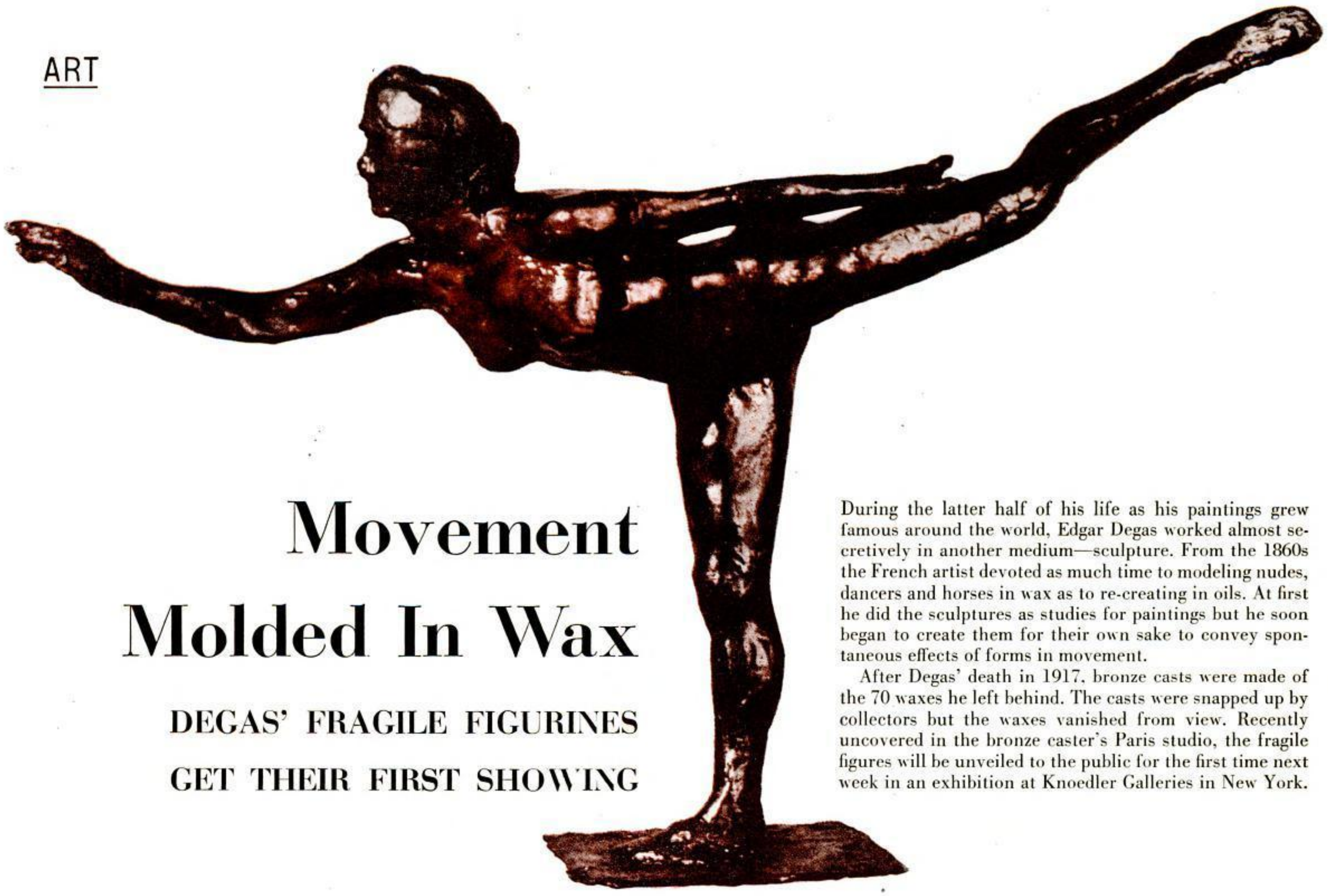
Now the creative engineering that Crosley brings to America's aircraft and electronic development is yours in every Crosley & Bendix home appliance. There can be no higher standard of quality.

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AUTOMATIC SUPER-FAST DRYER

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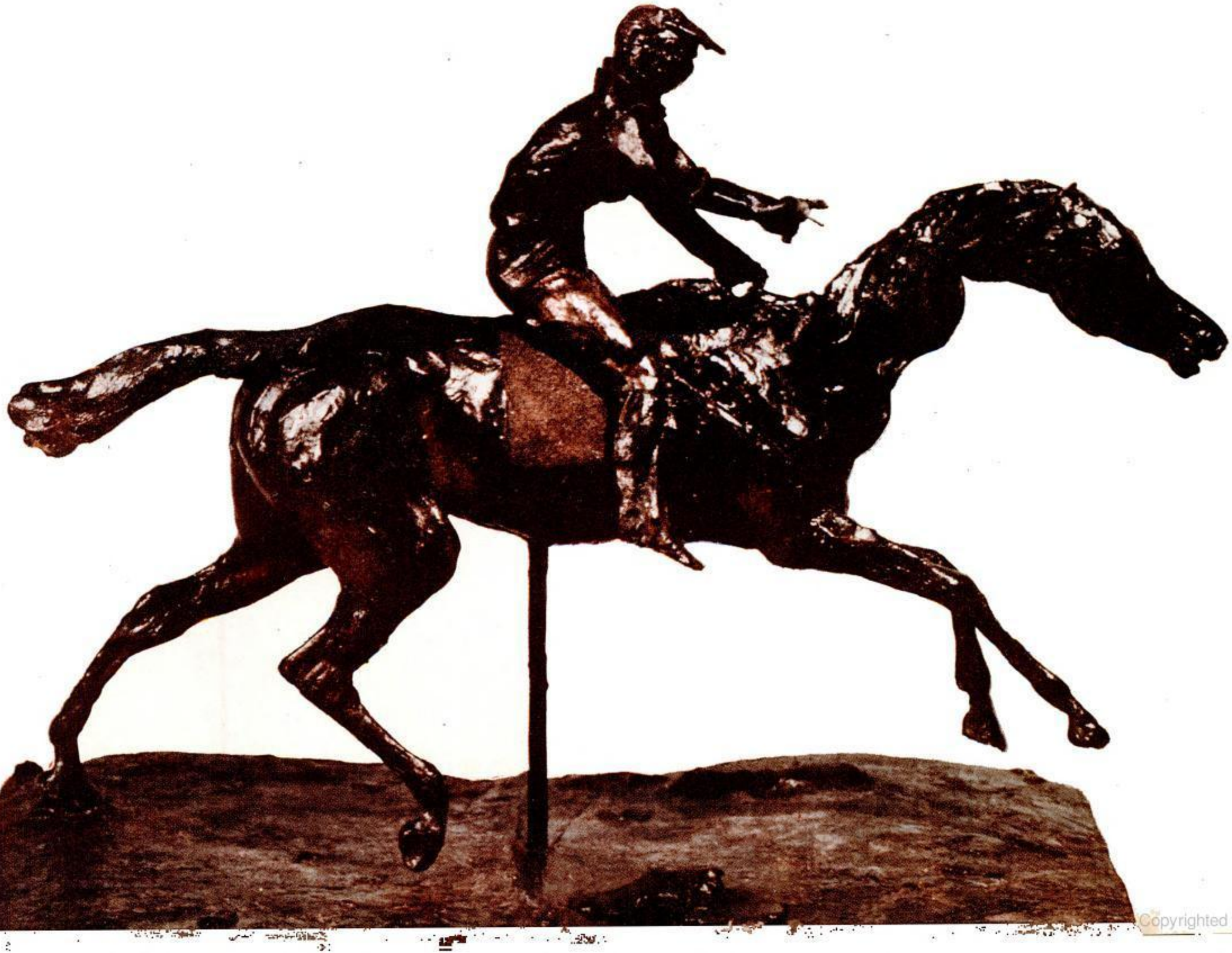


Movement Molded In Wax

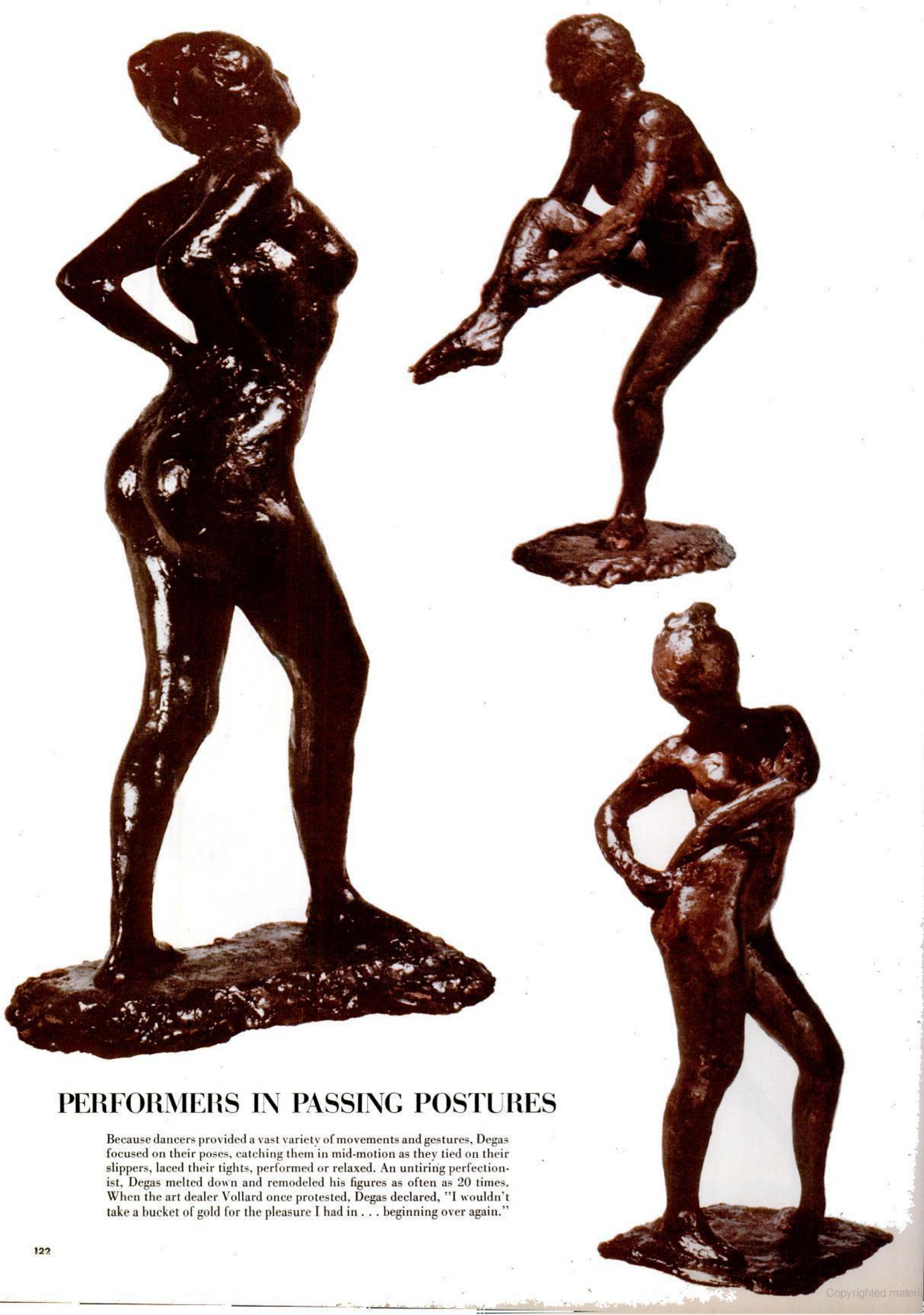
DEGAS' FRAGILE FIGURINES GET THEIR FIRST SHOWING

During the latter half of his life as his paintings grew famous around the world, Edgar Degas worked almost secretively in another medium—sculpture. From the 1860s the French artist devoted as much time to modeling nudes, dancers and horses in wax as to re-creating in oils. At first he did the sculptures as studies for paintings but he soon began to create them for their own sake to convey spontaneous effects of forms in movement.

After Degas' death in 1917, bronze casts were made of the 70 waxes he left behind. The casts were snapped up by collectors but the waxes vanished from view. Recently uncovered in the bronze caster's Paris studio, the fragile figures will be unveiled to the public for the first time next week in an exhibition at Knoedler Galleries in New York.



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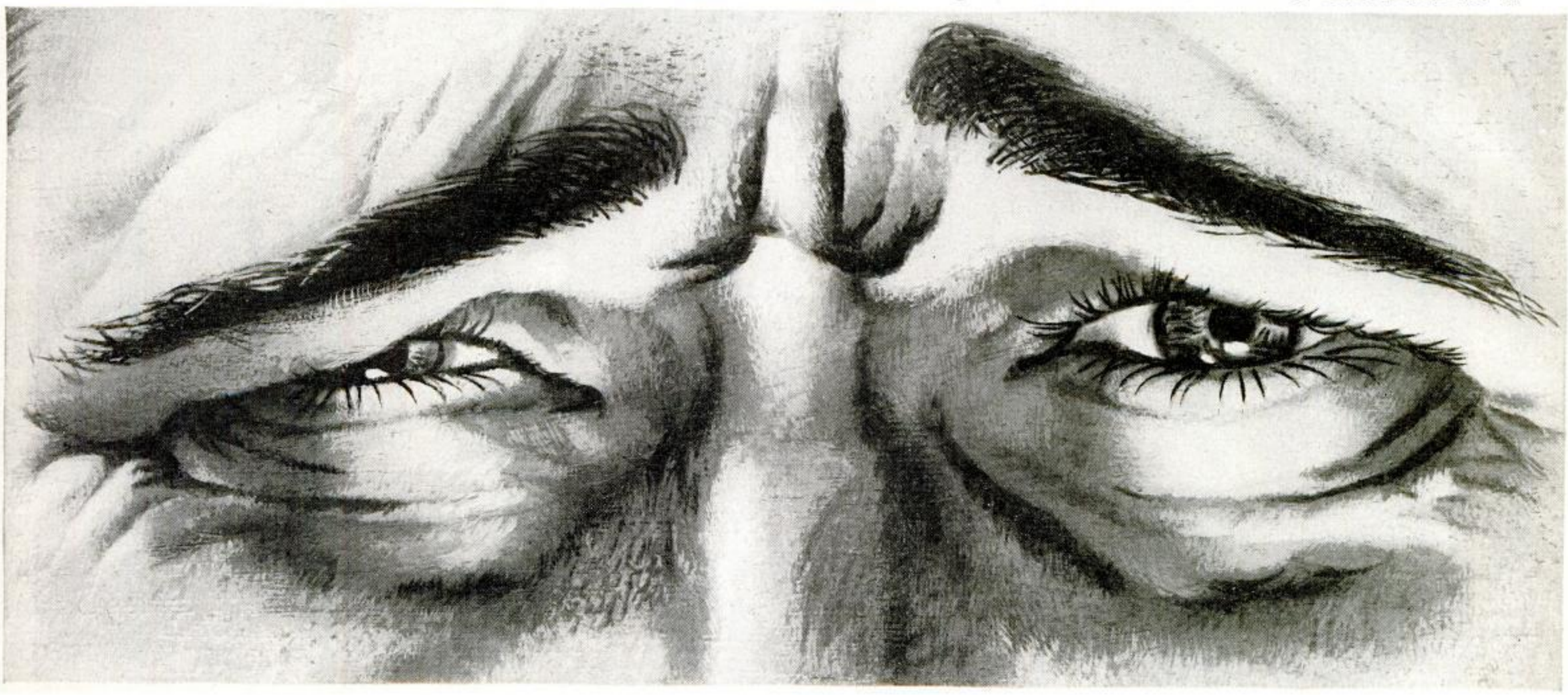


PERFORMERS IN PASSING POSTURES

Because dancers provided a vast variety of movements and gestures, Degas focused on their poses, catching them in mid-motion as they tied on their slippers, laced their tights, performed or relaxed. An untiring perfectionist, Degas melted down and remodeled his figures as often as 20 times. When the art dealer Vollard once protested, Degas declared, "I wouldn't take a bucket of gold for the pleasure I had in . . . beginning over again."

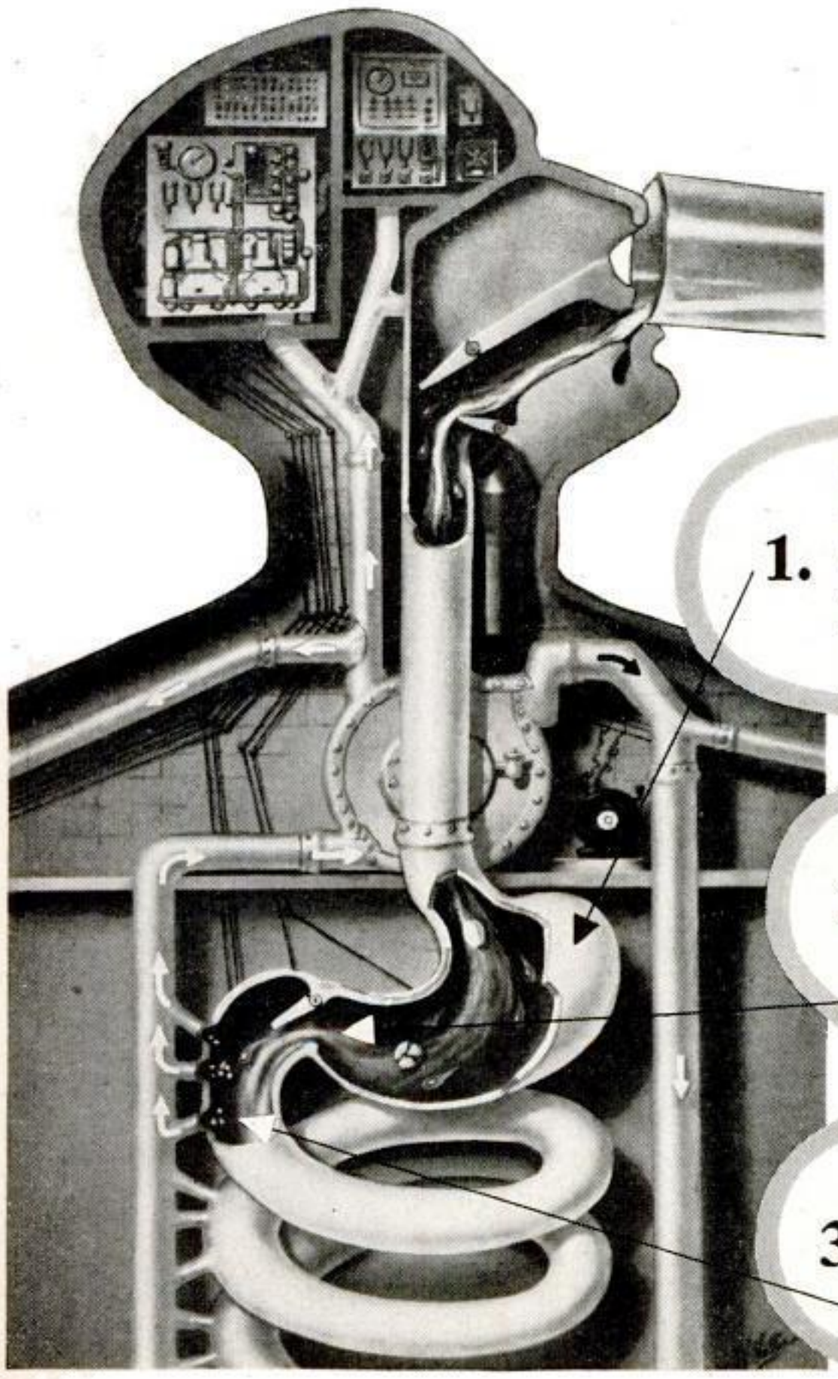
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Get faster pain relief with Bufferin®

acts twice as fast as aspirin!



1. Medical science knows that a pain reliever must go through the stomach and into the blood stream to relieve pain.

2. Bufferin combines aspirin with two antacid ingredients. These speed the pain reliever out of the stomach and into the blood stream twice as fast as aspirin. So . . .

3. Bufferin acts twice as fast as aspirin to relieve pain. And it won't upset your stomach as aspirin often does.

Won't upset your stomach!



A PRODUCT OF BRISTOL-MYERS

IF YOU SUFFER FROM PAIN OF ARTHRITIS OR RHEUMATISM, ASK YOUR PHYSICIAN ABOUT BUFFERIN.

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PERFORMING A RHYTHMIC BALL DRILL, FOUR MEMBERS OF THE NEW YORK TURN VEREIN DEMONSTRATE ONE OF THE OLYMPIC GAMES' MORE FORMFUL EVENTS

RAISING CARFARE FOR THE OLYMPICS

Raising money to send U.S. teams overseas to compete in the Olympic Games has always been a last-minute act of desperation, and athletes have frequently been left home because of lack of carfare. Prospects for America's 1956 team, which will compete in Italy this winter and Australia next fall, are brighter. All over the U.S. social, civic and educational groups, working with the U.S. Olympic Committee and LIFE, are sponsoring fund-raising events. In Manhattan's Madison Square Garden a myriad of athletes, including the gymnasts above, helped raise $5,000.

In California the Hollywood Junior Chamber of Commerce raised $50,000 at a hundred-dollar-a-plate dinner. Last Saturday, which had been proclaimed "National Olympic Day" by President Eisenhower, spectators at college football games all over the U.S. dropped contributions into collection canisters. "Progressing nicely," said U.S. Olympic Committee Secretary Asa Bushnell of the fund, "but we still need $700,000."

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"if you can find a better bourbon ...buy it!"

All we distill is Kentucky straight bourbon whiskey.

We know that bourbon of the finest quality requires choice grains. That's all we use. We know it calls for the greatest skill in distilling. The men who guide the making of Ancient Age are the most experienced in the industry. And it takes lots of time. That's why we wait six full years for careful aging to bring the quality ingredients to peak maturity.

And to safeguard the uniform quality of Ancient Age, **we distill it at one place only**... at the Ancient Age distillery in Frankfort, Kentucky, right in the heart of the bourbon country.

Nothing has been spared to make Ancient Age the greatest bourbon of them all. We invite you to try it tonight. After one taste, you'll understand why we can make the challenge: "if you can find a better bourbon ... buy it!"

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Any ghost, witch or hobgoblin will give up tricks for a treat—
if the treat's Sugar Crisp! Golden-brown wholesome wheat,
energy-coated with natural honey 'n' pure sugar, *that's*
the food for happy spirits! Breakfast time, snack time, *any*
time when irresistible flavor and quick energy count—

For **BREAKFAST** it's dandy!

For **SNACKS** it's so handy...

or eat it like **CANDY!**

For **GOODNESS** SAKE—Get **POST** SUGAR CRISP!

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Milani's
1890®
FRENCH DRESSING



For pleasure in the highest degree, smart salad-makers choose Milani's 1890 — it's the nicest thing that ever happened to a salad!

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SOOTHE AWAY
Sore Throat Pain
AND
Coughs of Colds

New "medicating-penetrating" throat lozenges, with remarkable Cetamium, work 3 ways to bring comfort:

1 ANTIBACTERIAL—kills over 90% of trouble-causing throat germs on contact.

2 ANESTHETIC—relieves sore throat of colds.

3 EXPECTORANT—eases deeper coughs, congestion of colds.



When your nose feels stuffy...





INJURED SKIER Jill Kinmont, still paralyzed from chest down after accident last winter (LIFE, Feb. 14), is carried into party at Hollywood's Moulin Rouge.

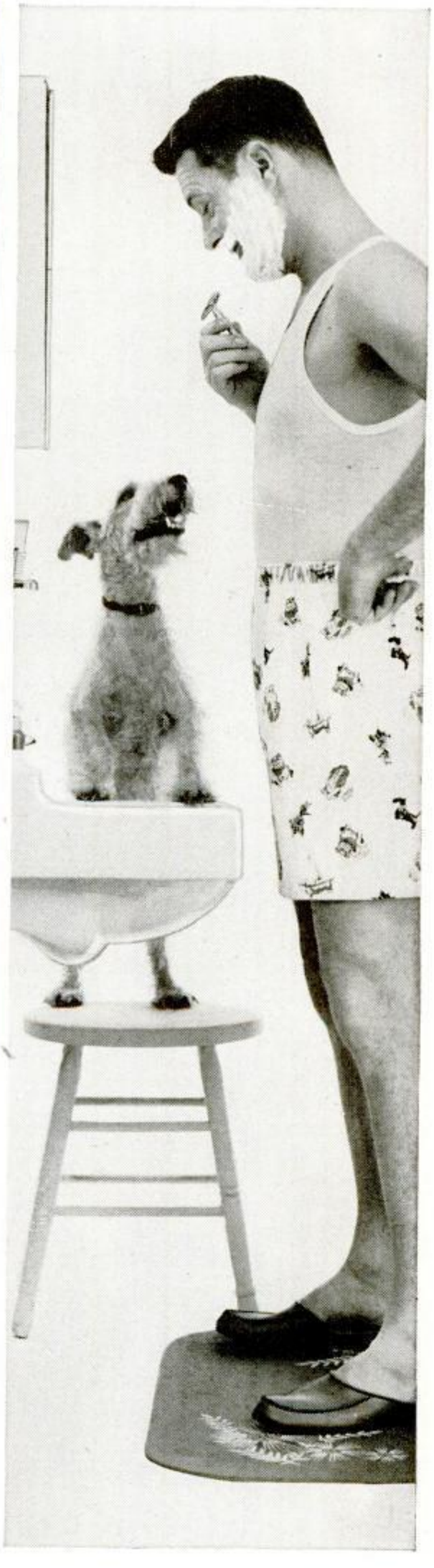


GRANDIOSE ENTRY is made by "Fabulous Pharaoh" in spoof of wrestling at Meadowlands Country Club in Philadelphia. Affair made $1,000 for fund.



COLLECTION CANISTERS, made in shape of batons by Richmond, Calif. Kiwanis Club, are loaded into truck for mailing to other Kiwanis districts.

"May I ask who makes your underwear?"



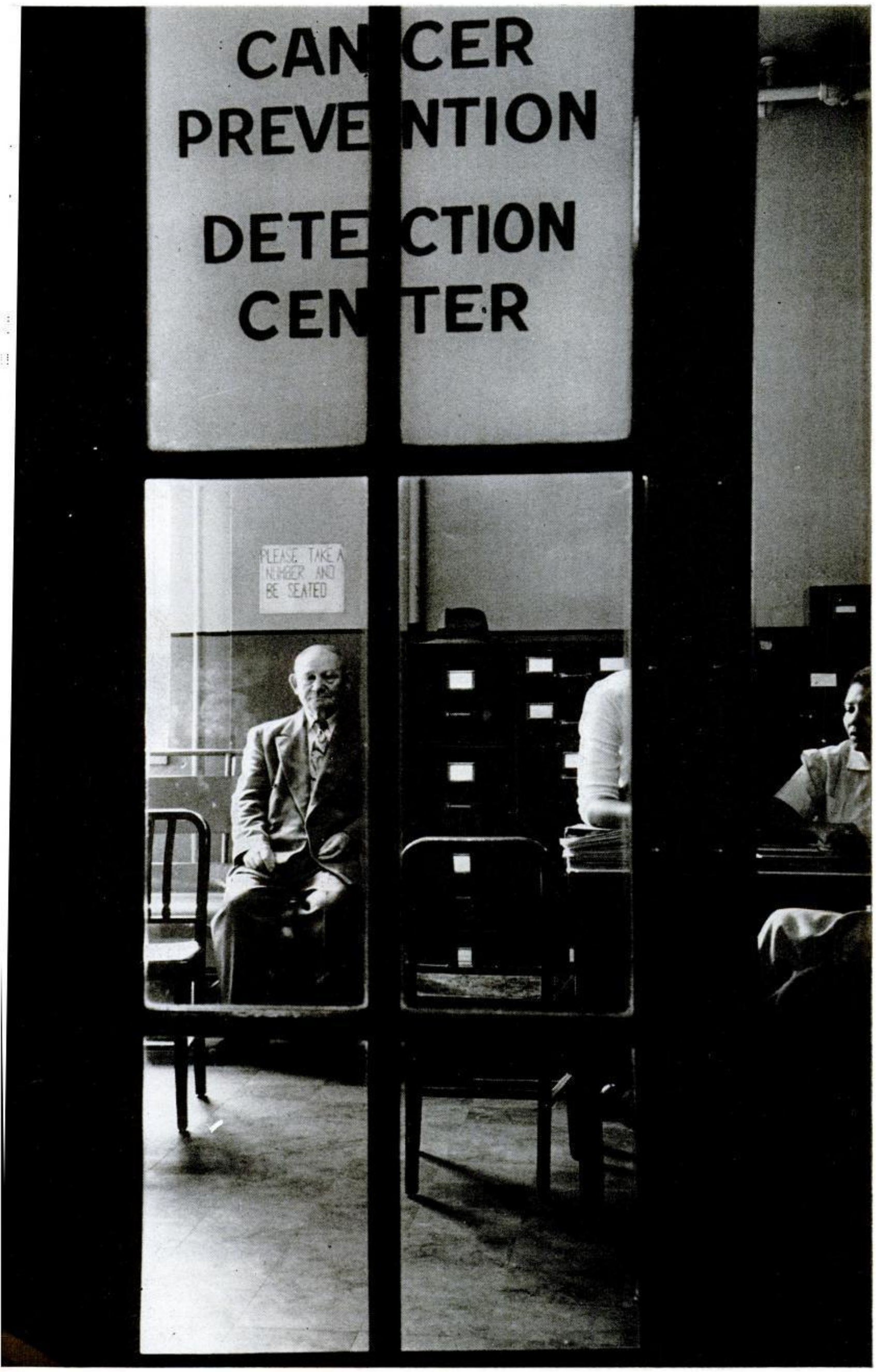
"Manhattan®
of course"

TOP DOG—here's man's best friend, printed on cotton broadcloth boxer shorts, $1.25; **FAN**—knit ribbed cotton athletic undershirt completes the perfect combination, $1.00. By the makers of famous *Manhattan* shirts.
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A PLEA AGAINST BLIND FEAR

An experienced surgeon says that excessive worry leads to costly tests, undue suffering



FREE CANCER DETECTION CENTER IN BROOKLYN HAS A TWO-MONTH WAITING LIST FOR ITS EXAMINATIONS

by DR. GEORGE CRILE JR.

Of all diseases of modern times cancer commands at the same time both the greatest attention and the most widespread fears of the public. As shown by the comments of noted medical authorities on pages 129 and 130, this outspoken article on the present attitudes toward cancer is highly controversial. Because of the importance of the subject and the basic disagreement within the medical profession itself, LIFE *believes that the views of Dr. George Crile Jr. deserve a broad popular hearing and a careful consideration.*

Dr. Crile has had 18 years' experience as a surgeon at the Cleveland Clinic. Almost half of his surgery is connected with cancer treatment. The material in this article, drawn from his years of study and wide knowledge of cancer patients, will be incorporated in his book Cancer and Common Sense *(copyright 1955 by George Crile Jr.), to be published the first week of November by Viking Press.*

RECENTLY a 75-year-old woman, severely paralyzed and unable to speak, was referred to me by her family physician who had found a lump in her thyroid gland. He thought the paralysis might be caused by cancer of the thyroid that had spread to the brain. If so, he hoped that radioactive iodine might destroy the cancer and thus give the patient a chance for recovery.

X-rays were taken and a series of tests was made. The solicitous family, a son and two daughters, called each day to ask about their mother. The old lady lay paralyzed and stuporous in her bed. At last the tests were completed: there was no evidence of cancer.

"There is nothing that can be done," I told the family. "Your mother has suffered a stroke from a broken blood vessel, her brain is irreparably damaged. There is no operation or treatment that can help her in any way."

The older daughter leaned forward, tense, and asked with a quaver in her voice, "Did you find cancer?"

"There was no cancer," I replied.

"Thank God!" the family exclaimed.

This was a strange attitude. Had cancer been present it might have been cured, whereas the brain hemorrhage was incurable. But the family was concerned not so much with the possibility of curing their mother as with blind, instinctive dread of a word. It was not cancer itself that the family feared. It was the *word* cancer.

Fear of a word

NO one need be afraid of the *word* cancer. In clinical practice to say that a person has cancer gives as little information about the possible course of his disease as to say that he has an infection. There are dangerous infections that may be fatal and there are harmless infections that are self-limited or may disappear. The same is true of cancers. Cancer is not a single entity. It is a broad spectrum of diseases related to each other only in name. It is no harder to live with these various types of cancer, no worse to die with them, than with many other diseases.

But people have been taught differently. Those responsible for telling the public about cancer

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OF CANCER

and unnecessary operations

have chosen to use the weapon of fear, believing that only through fear can the public be educated. Newspapers and magazines have magnified and spread this fear, knowing that the public is always interested in the melodramatic and the frightening. This has fostered a disease, fear of cancer, a contagious disease that spreads from mouth to ear. It is possible that today, in terms of the total number of people affected, fear of cancer is causing more suffering than cancer itself. Already doctors are seeing increasing numbers of healthy patients who suffer only because they are afraid of getting cancer. This fear leads both doctors and patients to do unreasonable and therefore dangerous things.

If fear of cancer continues to increase, it could breed in a sensitive public a fear approaching hysteria. Great clinics would then have to be built for the detection of cancer. Billions would be spent—and for what purpose?

A steady death rate

IN recent years the overall death rate from cancer showed no decrease, even after the figures are adjusted to allow for the increased age of our population. The Public Health Service's 1950 report states, "Since 1935, the age-adjusted death rate has shown no appreciable change either upward or downward." A survey by Dr. N. E. McKinnon of the University of Toronto shows that in spite of the extensive programs for free diagnosis and treatment that have been set up in some Canadian provinces, these provinces have had no decrease in their cancer death rate. In fact, the death rate there is not even lower than it is in those provinces which have no cancer program at all. McKinnon says that "Program or no program . . . early treatment or late treatment, much money spent or little," the trends of cancer mortality show no significant differences from province to province.

Is there any reason then to believe that more clinical facilities will cure more cancers? This is a question that must be faced. We cannot live on in a dream of wishful thought. If we do, we will be like our ancient ancestors, building temples to our ignorance, making foolish sacrifices out of fear.

A constructive and helpful philosophy of life has never been built on fear. Today fear of cancer is diverting our efforts, our funds and our time away from the constructive and vitally important matter of basic laboratory research.

No one can deny that treatment of cancer today is safer, and in some kinds of cancer more effective, than ever before. But Plato once said that all good things tend to be destroyed by their own essential virtue. This is another way of saying that a good idea can be carried too far, that there is a law of diminishing returns.

We are at the point where extending the amount of tissue removed by a surgical operation or increasing the amount of radiation used in the treatment of a cancer gives less and less improvement in results. The limiting factor in both surgery and radiation is the necessity of preserving the vital organs into which the cancer may have spread. Since we cannot safely extend these treatments further, we should now shift

CONTINUED



DR. GEORGE CRILE JR. STANDS IN HOSPITAL CORRIDOR OF CLINIC WHERE HE PRACTICES AS GENERAL SURGEON

A STATEMENT DISAGREEING WITH DR. CRILE

Dr. Crile offers a dangerous, fatalistic philosophy of cancer. We fear it may lead readers of the article to reject steps they can take for their own protection.

Much can be done to prevent needless deaths from cancer. Fortunately the public is learning that the earlier cancer is treated, the greater the likelihood of cure, and that some cancers can be detected by periodic checkups in very early stages—often before any symptoms have appeared—when the chances of cure are greatest. Success of the early-diagnosis program depends largely on personal responsibility by an alert public.

The American Cancer Society's program of education is not based on fear but on reasonable hope, and emphasizes the curability of many types of cancer. Dr. Crile to the contrary, this program has not diverted "efforts . . . funds . . . time" from basic research. In fact the Society's campaigns help support the greatest research attack ever launched against a single disease.

The charge that cancer education spreads unreasoning pathological fear is unsupported by evidence. The existing data indicate the opposite. The American Cancer Society has just completed 7,000 interviews in 40 states and has found that people who know most about cancer are the most objective and least fearful; those who know least about cancer express the most fearful and unrealistic attitudes. A survey of psychiatrists, who are perhaps best qualified to judge, shows that only 6% think cancer education does more harm than good.

Dr. Crile discusses unnecessary surgery, laboratory tests, ultraradical surgery, local surgery for cancer of the breast. He raises technical questions that can only be intelligently considered and resolved by physicians in scientific publications and sessions.

Cancer is an insidious, dreadful disease but there have been remarkable achievements against it in recent years. The curability of virtually every form of cancer is rising. The age-standardized death rate for women is dropping, while the increased death rate for men is due almost wholly to cancer of the lung. Most individual types of cancer show declining death rates (age standardized).

The reader is urged to consider these facts in weighing Dr. Crile's argument. His thesis is contrary to the teaching of the country's 81 medical schools and to the experience of physicians and surgeons. Earlier diagnosis is our brightest hope of curing cancer today—and earlier diagnosis is a personal concern.

DR. ELMER HESS, PRESIDENT, AMERICAN MEDICAL ASSOCIATION; DR. J. R. HELLER, DIRECTOR, NATIONAL CANCER INSTITUTE; DR. CHARLES S. CAMERON, MEDICAL AND SCIENTIFIC DIRECTOR, AMERICAN CANCER SOCIETY

The Damon Runyon Fund devotes its entire resources to cancer research. The Fund supports the position taken by the National Cancer Institute, the American Cancer Society and the American Medical Association.

JOHN H. TEETER, EXECUTIVE DIRECTOR, DAMON RUNYON MEMORIAL FUND

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the emphasis to the study of the chemistry and the very nature of the cancer cell. The frontier is no longer surgery, it is basic research. The discovery of insulin came out of the laboratory and on that day the diabetics of the world were given a reprieve. The same could happen with cancer. The fine efforts of such organizations as the American Cancer Society and the Damon Runyon Memorial Fund to raise money for research should be pushed forward and generously supported.

Basic research sounds far less practical and exciting than clinical work, but in the end it is more important. Mice susceptible to cancer, which have been bred and studied in the Jackson Memorial Laboratory in Bar Harbor, Maine, now provide research workers with the measuring sticks essential for estimating the effect of treatment. Already the use of sex hormones and the removal of endocrine glands as suggested by Dr. Charles Huggins at the University of Chicago has proved of value in the treatment of some cancers of the prostate and breast. Research pioneered by Dr. Cornelius Rhoads at the Sloan-Kettering Institute in New York and by Dr. Sidney Farber at the Children's Medical Center in Boston is beginning to find a place in the treatment of leukemias and a few other cancers. These are the first of the chemical miracles that may be the wonders of years to come.

It is time for us to separate this constructive research part of the cancer program from the great superstructure of clinical overemphasis that is based on fear.

There is no end to man's possible concern about cancer. There is no technical way that man's fears can be permanently allayed. Even if a person had X-rays of the chest, stomach and intestinal tract every four months, the possible development of fatal cancer could not be forestalled. In an attempt to detect cancer in an early stage, cancer detection centers have X-rayed the stomachs of thousands of patients who had no symptoms at all. The number of possible curable cancers found by X-rays was so low and the number of operations done needlessly for conditions that looked like cancer (but were not) was so high that the costly experiment was abandoned.

A positive philosophy

SINCE we cannot prevent or cure all cancers, we must develop a positive philosophy and a positive educational program that meet the issues. The role of education is to teach the truth; to teach the importance of those things that are important; and to teach us to accept with dignity those facts of life that we cannot at present change.

No one knows what makes a cell live, or what life itself is. All we know is that life is change and growth. Cancer is a part of life.


RAVDIN


GRAHAM


DUNPHY


MAYO


OCHSNER


RESNIK


LUND


ALVAREZ

MEDICAL AUTHORITIES GIVE THEIR VIEWS ON DR. CRILE'S ARTICLE

WE BELIEVE that Dr. Crile has made certain statements which can be misconstrued by the public and which may actually do great harm. We firmly believe that early diagnosis and therapy offer the patient the best chance of cure. The old dictum that the best treatment for cancer is "a large operation for a small tumor" is still true today. We must continue stressing the early recognition of the disease and provide the best possible therapy until basic research has given us better weapons. We must learn to speak of cancer with complete candor and to dispel fear by education. The philosophy that knowledge gained through education engenders fear is contrary to all our concepts of the educational process.

DR. I. S. RAVDIN, CHAIRMAN OF BOARD OF REGENTS, AND DR. ALFRED BLALOCK, PRESIDENT, FOR THE AMERICAN COLLEGE OF SURGEONS

DR. CRILE EXPRESSES probably many other surgeons' thoughts. Too much emphasis has been put on the eradication of the cancer and not enough on the patient's comfort. Possibly the pendulum should swing back. There are conditions worse than death; and the attempt at cure, if it involves too radical surgery, may be worse than to let the patient die in peace. On the other hand, we must not be led astray by wishful thinking and unsupported assertions that might produce an impression of absence of danger in delaying cancer treatment.

DR. EVARTS A. GRAHAM, PRESIDENT, 1940–41, CHAIRMAN OF BOARD OF REGENTS, 1951–54, AMERICAN COLLEGE OF SURGEONS

I AM SYMPATHETIC with Dr. Crile's view that there are wide biological variations in cancer growth and that there is a need for deeper appreciation of spiritual values in therapy. His frank approach to controversial aspects of cancer may seem unorthodox but is far from new. Fortunately such differences of opinion stimulate progress. This is the primary goal of all who are interested in cancer.

DR. J. ENGLEBERT DUNPHY, PROFESSOR OF SURGERY, HARVARD MEDICAL SCHOOL

I AGREE with much of Dr. Crile's basic thinking because I believe in reason and understanding rather than fear. But I would place more emphasis on the importance of the factor of time than does Dr. Crile, for I do consider the prompt treatment of cancer to be imperative.

DR. CHARLES W. MAYO, BOARD OF GOVERNORS, MAYO CLINIC

I AGREE with Dr. Crile that more research is necessary on cancer but I thoroughly disagree with him that the cancer educational program is harmful. Most cancers are curable and many even preventable. It is only by frequent examinations that precancerous conditions and early cancers can be detected. I agree that some of the ultraradical surgical procedures leave much to be desired, but there is no reason why this should nullify the value of public education.

DR. ALTON OCHSNER, PROFESSOR OF SURGERY, TULANE MEDICAL SCHOOL, PRESIDENT OF AMERICAN COLLEGE OF SURGEONS, 1950–51

THE FEAR OF CANCER is not a new phenomenon. It has reached new heights in recent years chiefly as a result of an educational campaign. There can hardly be much doubt that this propaganda has saved thousands of lives, but this has been accomplished at the cost of instilling an almost hysterical and disabling fear in many other thousands and of arousing unfounded hopes. Far too many have been encouraged to believe that the solution to the problem of cancer lies in the simple and naive concept of early diagnosis and prompt surgery. Dr. Crile's article should have a salutary effect in bringing about a better understanding of the problem. In spite of numerous reservations regarding details of his argument, I am in agreement with his main thesis.

DR. WILLIAM H. RESNIK, ASSOCIATE CLINICAL PROFESSOR OF MEDICINE, YALE MEDICAL SCHOOL

DR. CRILE HITS HARD at some surgical extremes, but he suggests that we can treat breast cancer with the surgery of 1890, combined with X-ray. This is a harsher, and no more effective, treatment than modern surgery alone. His plea for kindly, individual consideration is the important good in his article.

DR. CHARLES C. LUND, ASS'T. CLINICAL PROFESSOR OF SURGERY, HARVARD MEDICAL SCHOOL

DR. CRILE IS RIGHT in everything he has said, and he has said it with great courage. Like him, I feel a great need for more thinking in medicine and more individualizing of treatment. Too many persons are now being rushed into an operation and, as Dr. Crile says, many of the operations being performed for cancer are unwise and almost certain to be useless: they have come too late.

DR. WALTER C. ALVAREZ, SENIOR CONSULTANT EMERITUS, MAYO CLINIC

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This new hair tonic is **invisible!**

New Beau Kreml keeps hair neat with no unsightly oil or grease

Your hair falls *naturally* into place—stays that way all day

Entirely new principle grooms each hair individually

You've never seen a hair tonic quite like new Beau Kreml! And after it's on, you still won't see it. No one else will either!

Of course, *you* know it's there, 'cause your hair always stays *naturally* in place. Whether your hair is tough and wiry—or thin and light—it has met its master.

Entirely new principle

Instead of plastering your hairs together as old-type dressings do, new Beau Kreml grooms each hair individually. Each hair falls naturally into place—and stays that way all day.

Two special ingredients, developed exclusively for Beau Kreml, do these things for you—

- Groom each hair individually.
- Keep hair *natural*-looking.
- Keep hair cleaner—won't act like a magnet attracting dirt.
- Leave hair greaseless—no harmful stains on chairs, hats, pillow cases!

Men of good taste *never* let their hair dressing show. Be sure to ask for new Beau Kreml, the *invisible* hair tonic. Now available at drug and toilet counters everywhere.



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From the time that the sperm and ovum meet, the fertilized egg begins to grow. What makes one egg cell grow into a chicken, another into a man? The hand of a baby grows into the hand of a man and then it stops growing. What made it grow? What made it stop growing? That is the mystery of growth.

Cancer cells are the offspring of our own cells but they are endowed with abnormal properties of growth. Cancer cells are not invaders from the outside, not alien creatures that have come to us from some other form of life. They are, in a sense, our own children gone wrong.

No one knows precisely what factors change a normal cell into a malignant cell. Since we know so little about the factors that cause cancer, we can do little to avoid getting it. In sites like the cervix and rectum which are accessible to examination, the changes that precede cancer often can be recognized and successfully treated. But at present we must accept the possibility of getting internal cancers as we do the possibility of being struck by lightning: we should not court it by taking foolish risks, but neither should we devote our lives to trying to avoid it.

Most important, we should understand the nature of cancer and the multitude of ways in which it can behave.

Each cancer is as much an individual as each person is an individual. Each has its own pattern of behavior. A cancer, like a piece of skin, can be transplanted from one place to another in the body, but, except possibly in the case of identical twins, it cannot be transplanted from one person to another. It is not contagious.

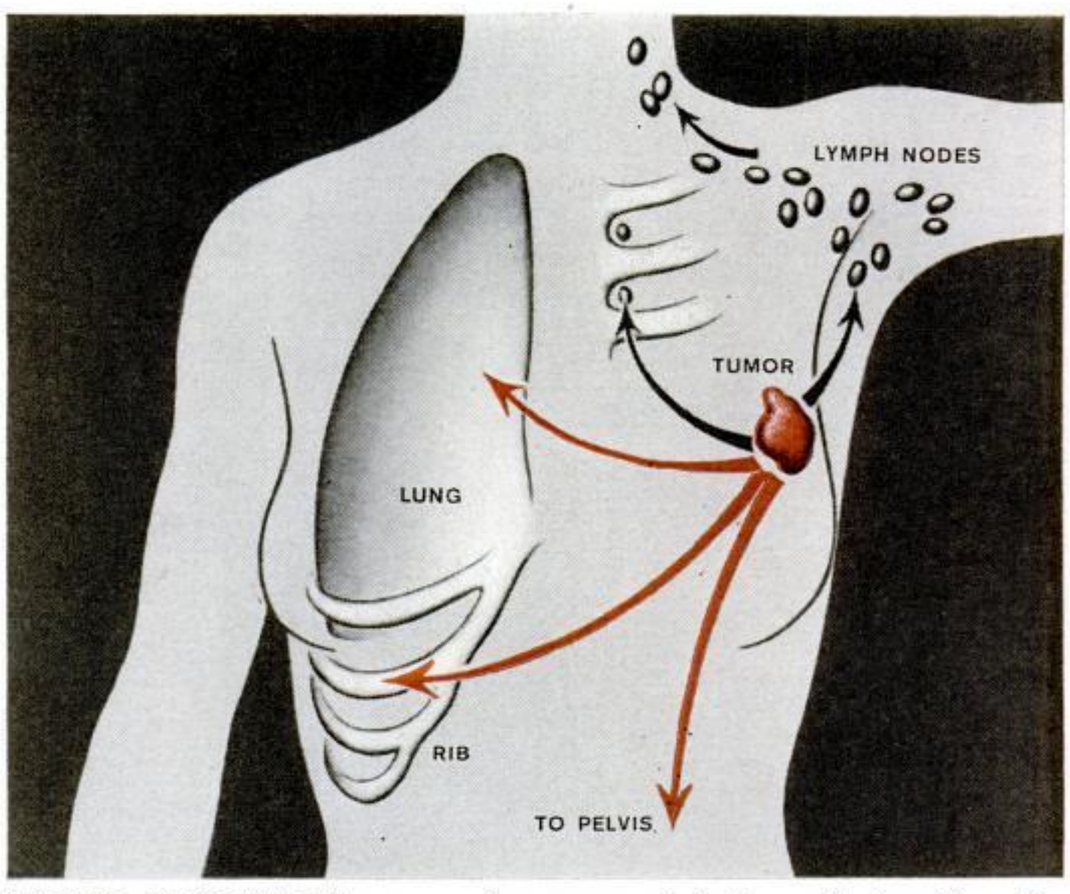
There are many ways in which a cancer, once started, can behave. Some cancers of the thyroid and the breast may remain small, localized and harmless for many years, or may never cause harm. Twenty-five percent of all men over 50 have microscopic cancer in their prostate glands, yet only occasionally does one of these cause trouble. Some skin cancers may grow as big as pancakes without spreading to distant organs and still they can be completely cured by simple surgical removal. Many cancers grow so slowly that they cause little or no damage. The fact that a cancer has been present for a long time does not of necessity make it less curable. Biologic predeterminism (a term that refers to the nature of the cancer itself, its speed of growth and its tendency to invade and spread to distant parts) is the most important factor that affects the course of the disease. Each cancer runs its own course and this course is apt to be quite independent of the size of the tumor, the duration of the disease or the type of treatment given.

Certain types of cancer could, indeed, be rendered all but harmless by early detection and treatment. There is no question that widespread and inexpensive examinations by trained technicians would guard against some cancers of the rectum and most cancers of the cervix. The simple vaginal smear test developed by Papanicolaou gives excellent warning of cervical cancer; it has saved many lives and can save many more. There is no question that an alert public can detect its own cancers of the skin, lip, mouth and tongue early enough to give as much protection as it is possible to give against death from these diseases. Chest X-rays are valuable because they do reveal some of the less-harmful, slowly growing cancers in the outer part of the lung. Cancer education is at its best when it teaches people to protect themselves from all these cancers. But the common killing internal cancers that cause most of the deaths, including the major centrally located lung cancers, cannot often be detected by our present means before they have spread.

Cancer cells are not stationary, and the most dangerous cancers move readily into the lymph nodes and blood vessels that permeate every living part of the body. This is the cause of metastasis, the process by which cancer cells are swept into the moving body fluids and are filtered out in the liver, lungs and other organs. The important question is, when does this spread occur? Is it early in the disease before the primary tumor has become big enough to be felt or to cause symptoms? Or does metastasis take place only late in the disease when the tumor is already large and troublesome? These questions can best be answered by considering the way in which cancer begins.

If cancer starts as a single cell, this parent cell divides, the daughter cells divide, and so on. The microscopic growth of a cancer may go on like this for years before a detectable tumor is formed. During this time the cancer cells may have been growing, invading blood vessels and lymph nodes, perhaps metastasizing to distant organs. From our clinical perspective we look only at the butterfly stage of cancer, a brief and dramatic episode in the long and hidden life of the larva.

Some cancer cells are so aggressive that they spread into the blood stream long before they are detectable at their point of origin. Sometimes the original cancer is still only microscopic in size, despite the fact that it has already spawned a myriad of metastatic cancers. This type of cancer is incurable long before it can be recognized, no matter how often or how thoroughly the patient is examined. The natural course of this type of cancer could not be affected even by the most perfect diagnosis and treatment.



SPREAD OF CANCER by process known as metastasis may begin with malignant tumor in breast. Cancer cells from tumor move directly (black arrows) into lymph nodes in armpit, neck and chest or work their way into blood stream which may carry them to lung, ribs, pelvis (red arrows). There new tumors are born.

There is a place for perfectionism in medicine. It is necessary in the discipline of the operating room, in the preparation of medicines and in the established lifesaving techniques upon which the whole strength of medicine depends. And some things in life have to be perfect. Some parts of a machine have to be ground to a tolerance of 1/10,000 of an inch. Other parts work just as well when the tolerance is 1/10 of an inch. But perfectionism sets an impractical standard of 1/10,000 when 1/10 of an inch would do.

The professional perfectionist may order batteries of expensive diagnostic tests. Medical students are taught, and later they are trained in hospitals, to rely more and more on X-rays, electrocardiograms and chemical tests of blood. These are good tests, valuable when needed, but all of them are not needed in all cases. Does a young woman, admitted to the hospital for sinus trouble, need X-rays of her stomach, gall bladder and colon, an electrocardiogram, a basal metabolism test and a dozen blood tests? No, but she may very well get them. Why?

The patient has been taught by educational campaigns that a "thorough checkup" gives protection against death from cancer. She believes that in some mysterious manner laboratory tests give protection against disease. She wants these tests.

If the physician is a professional perfectionist and if he has a patient who desires a thorough examination, he may be so afraid of missing some possible diagnosis that he does not dare to omit any of the available tests.

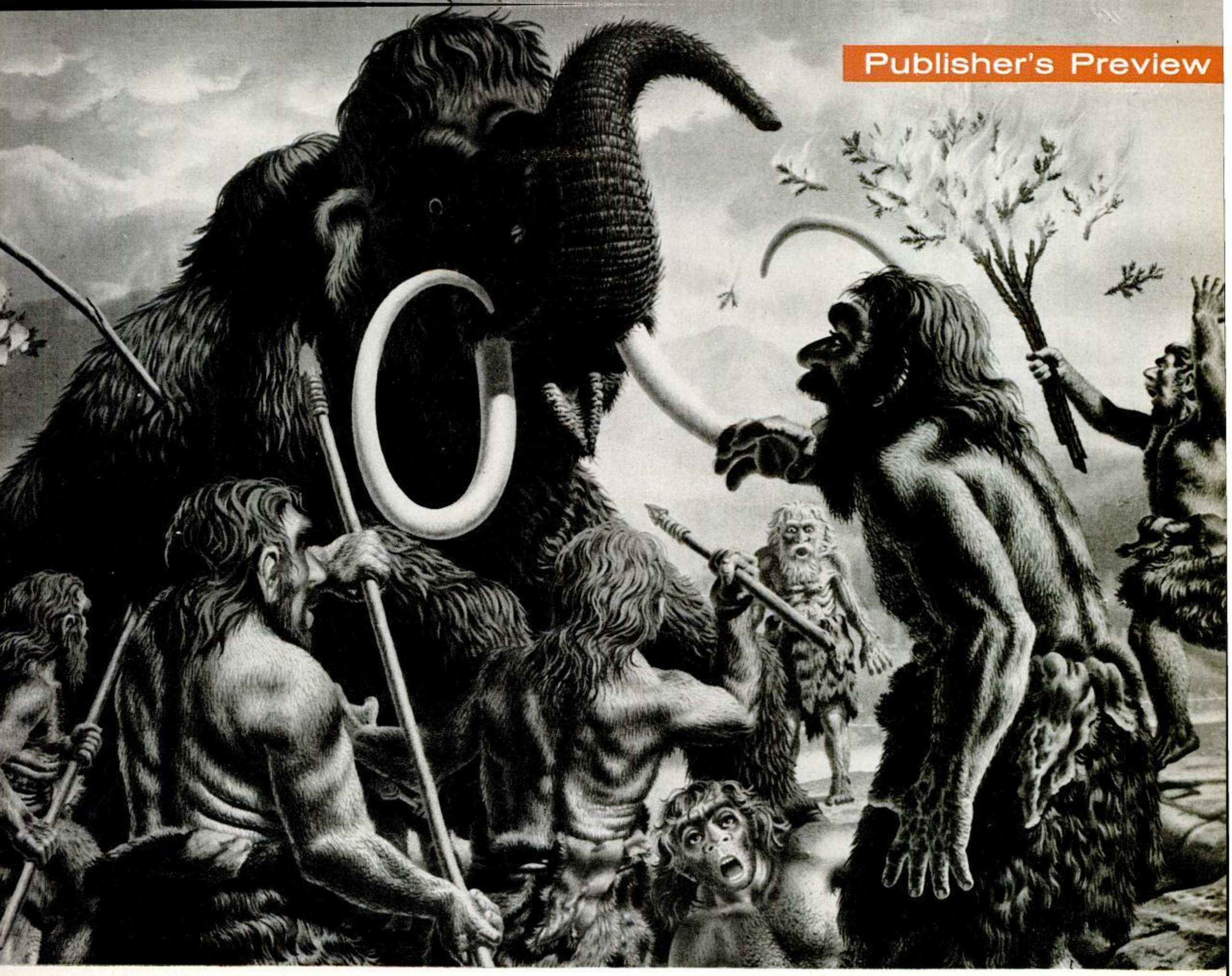
Besides, if the patient has hospital insurance, there is less reason to economize on the length of the hospital stay. The extravagance of this kind of examination is not primarily the fault of the patient, the physician, the hospital or the health insurance company that pays the bill. The basic error is the fault of those who have exaggerated the value of early detection and treatment of diseases without explaining the limitations. Most major diseases—tuberculosis, syphilis, cancer of the cervix are some obvious exceptions—can be treated just as successfully after the first signs or symptoms develop as they can be treated in the stage when they are detectable solely by laboratory tests.

Irrational fears and superfluous tests

THE advocates of early diagnosis are not wrong. They have merely overemphasized their point and done it in such a way that patients run to doctors with irrational fears and demands for superfluous tests instead of going wisely and calmly. In most cancers early detection *does* simplify the problems of treatment. When the tumor is small, a small operation may suffice. When it has had time

CONTINUED

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Beginning next week in LIFE

THE EPIC OF MAN

A few weeks ago a book titled *The World We Live In* made big news in book publishing. Prepared and written by the editors of LIFE and Lincoln Barnett, this volume was ranked financially among the top 10 best sellers of all time—*before it was even published.* Reason for this unique honor was its phenomenal advance sale—more than 500,000 copies purchased sight unseen. Remarkable too was the fact that the bulk of these copies was ordered by LIFE subscribers, even though the book is largely a compilation of articles and pictures which had previously appeared in LIFE itself.

I point out the success of *The World We Live In* by way of introducing a new series, *The Epic of Man*, which will begin in LIFE next week. Having explored the world man lives in, the editors and Mr. Barnett now examine Man himself. As chapter after chapter unfolds, you will retrace the development of Man from his existence in the Stone Ages (about 700,000 to 3000 B.C.) to his physical and cultural achievements in the earliest civilizations.

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Because Lincoln Barnett will write the text for these essays, you are assured that they will be as distinguished, readable and enlightening as *The World We Live In.* And because the same staff of editors, art directors, reporters and photographers will be applying their journalistic skills and scholarship to *The Epic of Man*, you and your family will find that this new series will equal in visual impact the imagery and beauty of its predecessor.

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to grow large, more extensive surgery may be required. Unreasonable waiting and disregard of obvious signs and symptoms of cancer are inexcusable.

I have seen a patient who let a benign tumor of the breast get as big as a watermelon because she feared it was a hopeless cancer. Such disregard of symptoms is absurd. If you have symptoms, of course you should see your doctor about them. They probably are not coming from cancer anyway and may be easily corrected. But if you have no symptoms, complicated examinations are not apt to be of any more value than a few simple tests.

Yet such emphasis has been placed on periodic examination and early treatment that the public not only expects miracle diagnoses before any symptoms are present but also expects immediate operations. The result has been both an unreasonable expectation and a misguided demand on the part of patients.

Today many people believe that the slightest delay in treatment of cancer diminishes the chance of cure. They will hold a doctor sharply accountable for the least delay in performing an operation. So what can the doctor do to protect his reputation? He can advise an operation on everything that might conceivably be cancer. This would mean, for example, that since there is no certain test for cancer of the breast short of surgery, the doctor would feel called on to operate on every woman who came to him with almost any complaint referable to the breast.

If genuine protection against cancer were afforded by this approach, it might be worth while to operate as early as possible on everything that might turn out to be cancer. But there is no clear evidence that immediate treatment is any more effective than treatment given a little later. Remember how long the cancer has been present and perhaps spreading into the lymph and blood vessels before it could be detected. Remember too that many cancers remain localized indefinitely and never spread.

The trouble is that the factor of time has been so overemphasized to the public that it takes courage for a doctor to refuse to operate immediately. More of this courage is now needed in the medical profession. Not every surgeon dares to follow his best judgment in the face of popular opinion.

The best weapon we have

THE importance of surgery in the treatment of cancer should not be underestimated. In spite of the great usefulness of and recent improvements in radiation and chemical treatment, surgery is still, in many cases, the best weapon we have. Operations often relieve obstruction, control the infection that is associated with cancer, or stop persistent bleeding that would shorten the span of life. There are surgical operations for some cancers which give complete and permanent cures. But we should recognize the value of surgery without exaggerating it. We should not resort to it automatically, unwisely or insistently.

Often the patient does insist that an operation be performed. This is a blind, unreasoning insistence which stems from a human instinct as old as the race of man.

On the Gold Coast of Africa the death of an old man is accepted as a natural phenomenon. But when a young man dies, all hell breaks loose. People shoot off muskets, rush about the streets and sing and shout. The death of a young man is unnatural. This is the work of spirits. It cannot be accepted with resignation. Action must be taken. Something must be done.

The same attitude is apparent in our own society. If a man in his 70s or 80s is found to have a hopelessly inoperable cancer, the patient and his relatives may accept the verdict. Not so with the man in his 40s or 50s. His illness is the work of an evil spirit. No matter what the diagnosis, something must be done.

Part of this urge to do something is as instinctive and natural as the behavior of the Gold Coast natives. But part of it is bred by boasts of our progress in the treatment of cancer. Simple, ordinary cases, presented in a dramatic manner, are in every newspaper and magazine. "If these people can be cured, why can't I?" the patient thinks.

Well, perhaps he can. But if he has a wise, well-trained surgeon, if his radiologist has a modern high-voltage X-ray or cobalt-bomb therapy machine, the chances are that the patient cannot get better treatment anywhere else in the world. There are no medical secrets in cancer.

Yet the pressure is on. Somehow the devil must be driven out. Something must be done, even when the cancer has been reliably diagnosed as inoperable. Attempts to cure an incurable cancer might be justified if the results were merely negative and did no harm. But ultraradical surgery—the wholesale removal of organs

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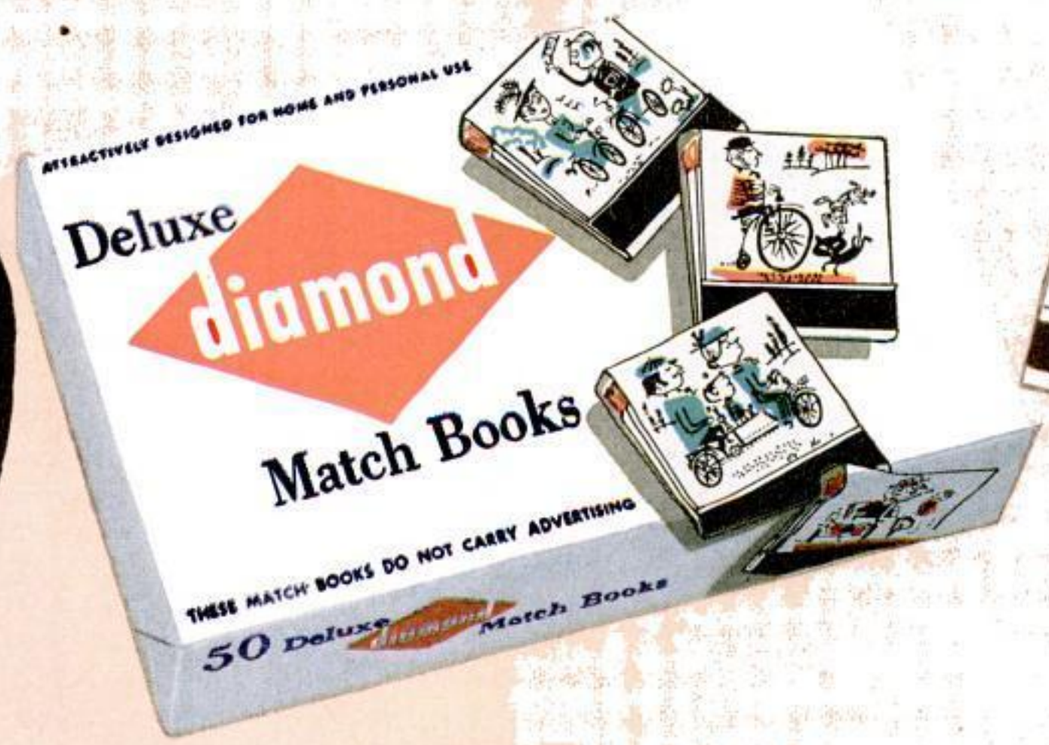
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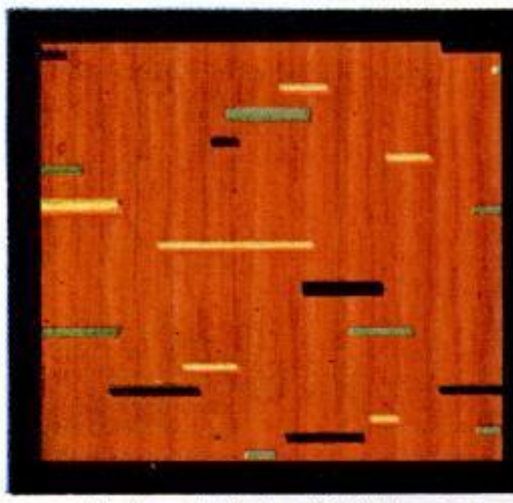
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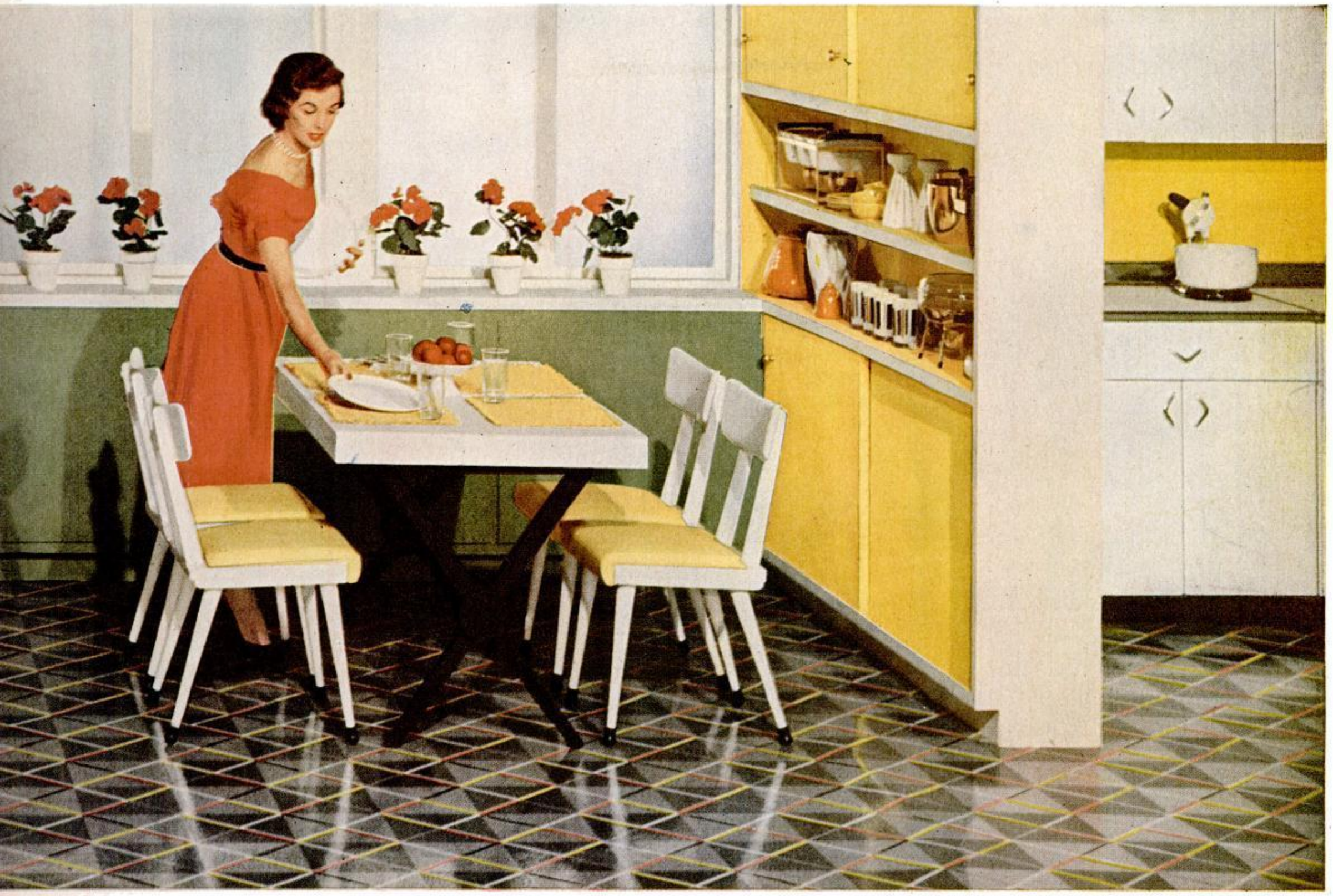


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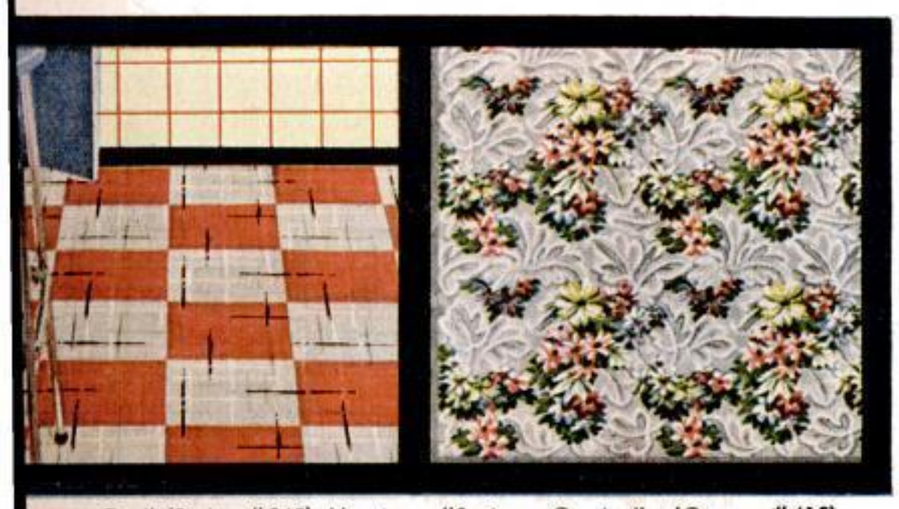
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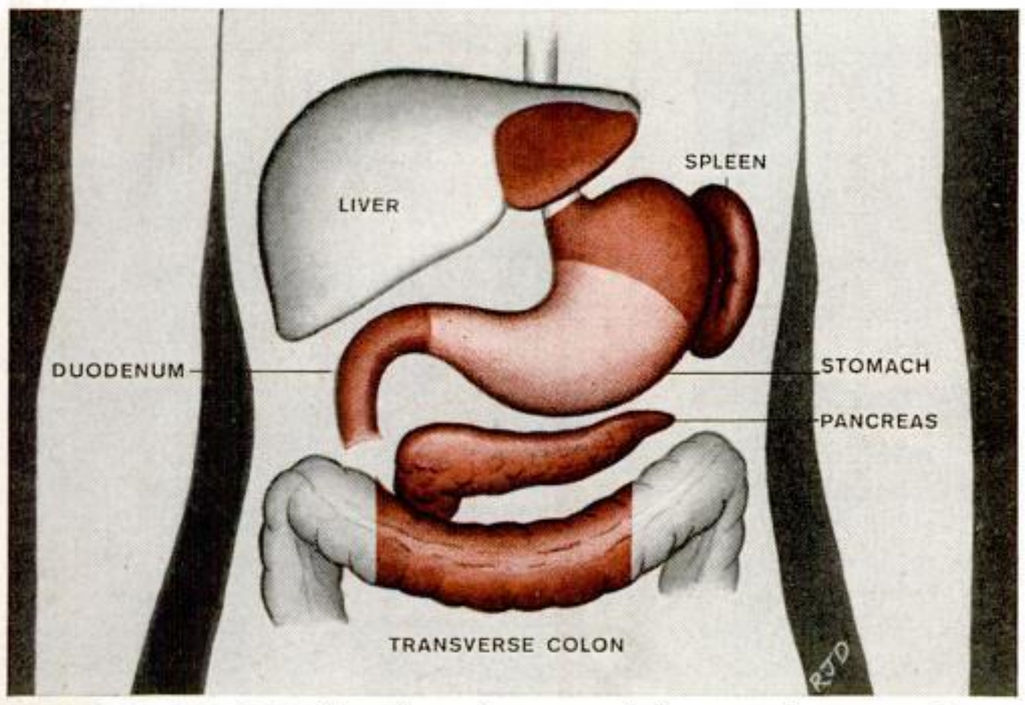
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EXTREME SURGERY for advanced cancer of the stomach may involve removal of all dark red areas in the diagram: the stomach, pancreas, spleen, duodenum and portions of liver and colon. Aim of such ultraradical operations is to remove all organs into which disease may have spread. Lesser operation for same disease cuts out only a portion of stomach (lighter red area). To show organs clearly their position is somewhat distorted in diagram.

FEAR OF CANCER CONTINUED

and large sections of surrounding tissue—is not a merely negative attack. It is a positive attack that causes great expense, untold suffering and usually shortens the span of life. The conventional time-tested cancer operations are useful. But many of the modern, ultraradical operations can be a cruel waste.

It was important for surgeons—and I was one of them—to learn the limits of radical surgery. Only by performing such operations could we have demonstrated their value in the few cancers that can be controlled by this technique. And only by performing them could we have learned the limits of safety. Having learned these limits, we should be extremely careful how we approach them.

Operations on extensive and highly malignant tumors are not often successful. They break the natural barriers and spread the disease. Even when these cancers are detected "early," even when the most radical operations are performed, the disease is rarely checked. Through the operations the cancer cells may gain further access to blood vessels and lymph nodes and spread even more rapidly.

In a survey of the long-range results of operations for cancer of the stomach conducted in a large and representative group of hospitals in Los Angeles, the dangers of cutting into or partially removing extensive cancers were shown. In this study Dr. L. W. Guiss observed that in very advanced cancer of the stomach the hospital mortality rate was 61% after those operations that cut into and partially removed the cancer. When the inoperability of the tumor was recognized at operation and no attempt was made to remove it, the hospital mortality was only 39%.

Brilliant research on one million people

OTHER studies indicate that for cancer of the breast, a well-done conservative operation is perhaps as effective as a radical removal. In Edinburgh and southern Scotland, Dr. R. McWhirter and his colleagues, using both X-ray and surgery, have done brilliant clinical and statistical research on an entire population group of more than one million people to prove this vital point. In many cases radical operations, with or without X-ray treatment, may be best, but McWhirter's studies may mark the beginning of a new epoch in surgery, an epoch which will recognize that each cancer is a separate problem to be considered in an individual way.

Too often the patient adopts the attitude that if he has cancer, death after an operation is better than survival with cancer. This is not true. Even with incurable cancer years of comfortable life may remain. Occasionally, an advanced and "incurable" cancer and its metastasis will mysteriously disappear. I have seen a patient with a proved inoperable cancer of the stomach survive in good health for over five years. And I have heard of a boy in California, who at the age of 8 was operated on for cancer of the thyroid, two years later developed metastases in the lungs, and was given up for as good as dead by both his physicians and his family. Ten years later he was running the two-mile race on a college track team. Cancer obeys no laws. Especially with older people,

CONTINUED



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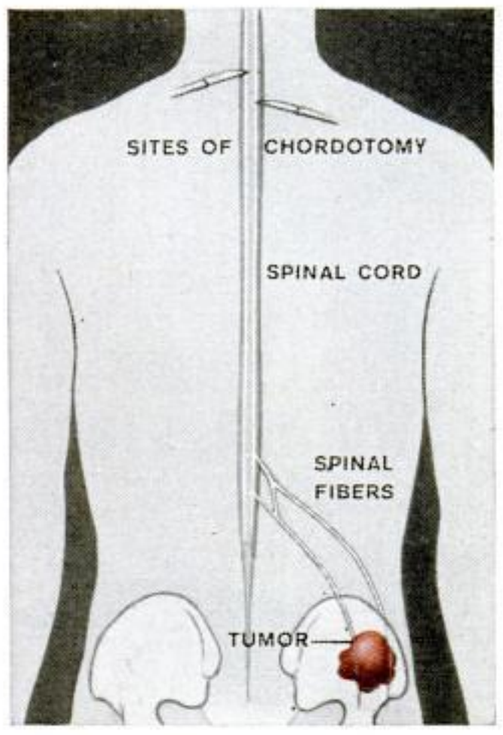


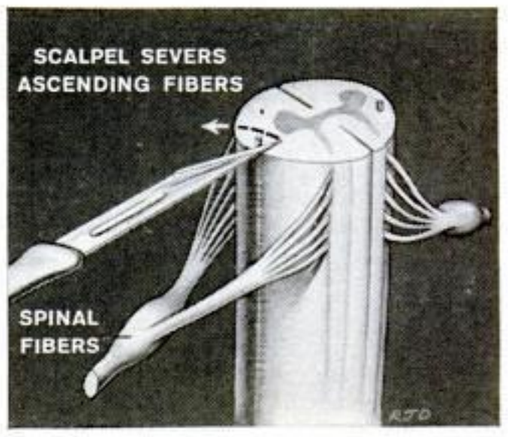
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RELIEF FROM PAIN of cancer can be given by a chordotomy (*left*), an operation which cuts the nerve paths leading from tumor (shown here in pelvis) to brain. Neurosurgeon delicately severs pain fibers inside spinal cord (*above*, in enlargement) without affecting patient's other sensations.

FEAR OF CANCER CONTINUED

death is quite likely to come not from cancer but from other causes.

In recent years the American College of Surgeons has been attacking the very small but very active group of unethical surgeons who perform unnecessary operations, often with prevention of cancer as the excuse. But the unnecessary operation cannot be stamped out completely as long as people demand it. Every blast of cancer propaganda makes millions of people worry, makes them more susceptible to the unethical surgeon. Regardless of what such a surgeon may say to make such an operation sound simple, remember that there is no such thing as a "perfectly safe" operation. People who never had cancer, who probably never would have had it, have died of operations done in cancer's name. This is the hidden cost of cancer's cure. It is the price we pay for fear.

The fact that such practices exist does not mean that Americans should lose faith in their surgeons. Unethical surgeons are a tiny minority. The vast majority of surgeons are endowed with wisdom and common sense. They realize that the main thing about the treatment of cancer is not how early or how radically it is treated but how wisely. You have time in which to think. A week or even a month will probably make no difference. Do not panic. Be sure that the diagnosis is definite. Have it rechecked if it is not. You have the right to ask the opinion of another doctor if you wish. No good physician objects to a request for a consultation.

Do not be afraid to ask your surgeon to tell you the truth. If you do not ask him, he may evade the issue. He may mention a tumor, an obstruction, or a dozen other vague and meaningless words. But this problem is your problem. It is your right to know where the trouble is, what it is and what has to be done to get rid of it. This is a major issue in your life. If the picture is not clear, you should take time for thought.

If you ask your doctor to explain why an operation is necessary, he should be able to tell you in a way that is clear to you. Be sure that you understand the risks of the operation as well as its possible benefits. Remember that overdiagnosis and overtreatment can be as dangerous as underdiagnosis and undertreatment. Between these extremes common sense and judgment must guide the way.

Even in cases where the cancer appears to be quite incurable, the remaining months and years of a patient's life need not be sterile and devoted to despair. Only if the patient rushes about, subjecting himself to useless and mutilating operations or if he falls into the hands of an unethical practitioner who displaces him from his family and wastes his precious remaining time, only then is the gift of life squandered to no good end.

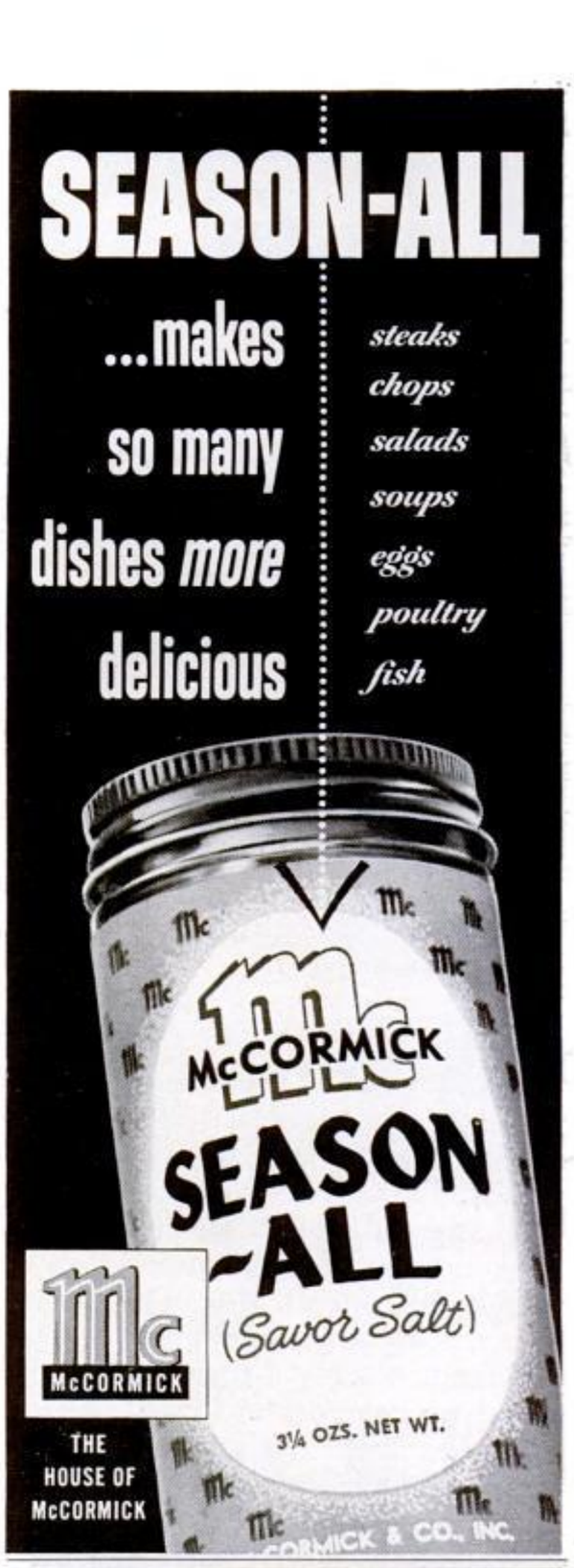
'Don't tell him, doctor'

WHEN a family is told that one of their members has an incurable cancer, three times out of four the immediate reaction is "Don't tell him, doctor." Although every doctor has some patients who are emotionally unable to stand the truth about cancer, in most cases it is better if the truth is faced.

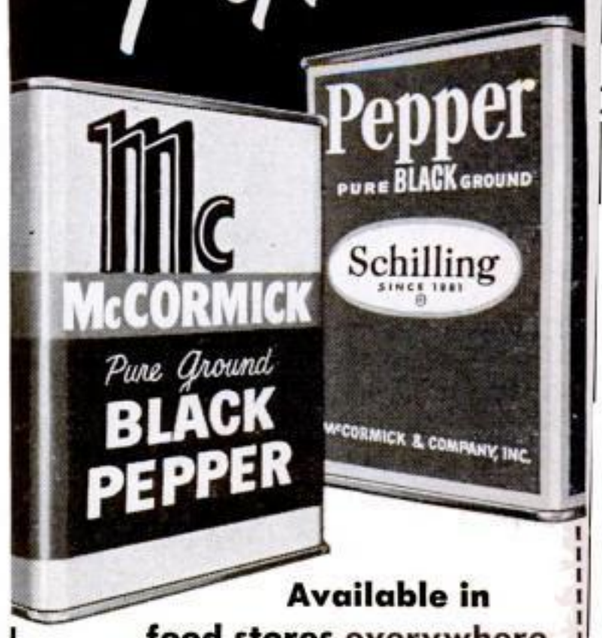
I have seen a young man with an advanced and incurable cancer who was separated from his wife and family by a living lie. "Don't tell my wife," he had begged me. "Don't tell my husband what he has," the wife had asked. But when the facts were admitted and discussed, the couple, who had been separated before by a veil of unreality, left my office hand in hand. Together they could face

CONTINUED

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When the gun failed, they used a tablespoon



HE LEARNED acting the hard way, barnstorming frontier towns (Chicago, pop. 2,000), traveling by barge and stagecoach, playing in sheds, courthouses, taverns.

One night in Houston, a Texan even suggested the troupe tour through Indian country, carrying their stage weapons for protection. Joe Jefferson declined. He later said he had shivered when he imagined himself facing a hostile Indian and armed only with a stage pistol whose tendency to misfire had several times "compelled our heavy villain to commit suicide with a tablespoon."

By the 1860's, Jefferson was America's favorite actor. When he played his famous Rip Van Winkle (see picture), "one-night" towns declared a "Jefferson Holiday." Business stopped, schools closed, so that everyone could get a chance to see him act.

They loved Joe Jefferson everywhere because he was a genius at making people happy. And his sunny outlook on life still sparkles in the spirit of modern America. Like Joe Jefferson, Americans still know how to travel a hard road to reach their goals, how to smile when the going's roughest.

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'Cause of "innards" acting cruel?



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So keep right and bright with lemon and water. Not too sharp or too sour, it has just enough tang to be refreshing; clears the mouth, wakes you up. Try it ten days; give it time to establish regularity for you. And always buy Sunkist Lemons—finest and juiciest grown.

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FOR STEAK IT'S **A·1** SAUCE



the facts. When a family does this they can devote the remaining years to living together rather than to individual and lonely preparations for the hour of death. If the truth is not faced, the patient may lose confidence in physician, family and friends. In desperation he may spend his life savings in the office of a quack.

The quack is often a smart man, a clever psychologist, and there is just enough truth in what he says to make his clients believe that he could be right. It should not be necessary for those with incurable cancer to lose faith in their physicians and surrender to the ministrations of a quack. But faith they must have, faith in someone. This is a challenge to the medical profession, for if the patient is not abandoned by his physician and if faith is strong, amazing strength is found.

Even in their terminal stages most cancers do not cause excessive pain. But if the patient is living in fear, even the slightest pain is hard to bear. Remember that cancer cells are our own cells and they can live side by side with normal cells without reaction and without causing pain. Infections, injuries, some kinds of heart disease, most of the common causes of death may give great pain or discomfort, or they may be quick and merciful. So may cancer.

In those types of cancer that do cause great pain, the neurosurgeon can cut the nerve paths in the spinal cord and relieve pain without interfering with other sensations or activity. Narcotics are at their best in the treatment of cancer. Their use is comforting and good. Many of the recently developed pain-relieving drugs act effectively over long periods of time with no unpleasant side effects. Pain is one aspect of the disease that the physician can usually control.

At no time in a man's life can he be so selfless as when death is near. The sensitive and artistic wife of a relatively young man who had an incurable cancer of the lung told me about the period between the diagnosis of her husband's cancer and his death.

"These months," she said, "were the culmination of our life together—the one period when with the children and the entire family we all of us stood selfless and grew into the immense stature of a family unit."

The length of a life is not a measure of its value. Jesus died at the age of 33. So did Alexander the Great. The young men of Britain's air force in World War II were exposed to a greater risk of instant death than are many patients with cancer. These men knew their fate but they did not live in fear. They had not been taught to fear.

The facts about cancer are often harsh. At the moment that they are revealed they may seem unbearable. But time brings healing. Gradually it becomes apparent that the length of a life is no measure of its impact on the lives of those it touches. It is the depth of life that counts. No life can run deep and true if it is obsessed with the fear of death. The lives that have meaning are those that are lived gallantly, in the joy of living, and with gladness to share that joy. We should build our monuments to the miracle of life, not to the fear of death.



BEST TEST FOR CANCER was developed by Dr. George N. Papanicolaou (*above*), whose fast, simple vaginal smear test gives excellent warning of cancer of cervix at a stage when it is readily curable. The "Pap test" saves many lives every year and could save many more if all women would take it.

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EVERY WAY GLAMOROUS...EVERY WA



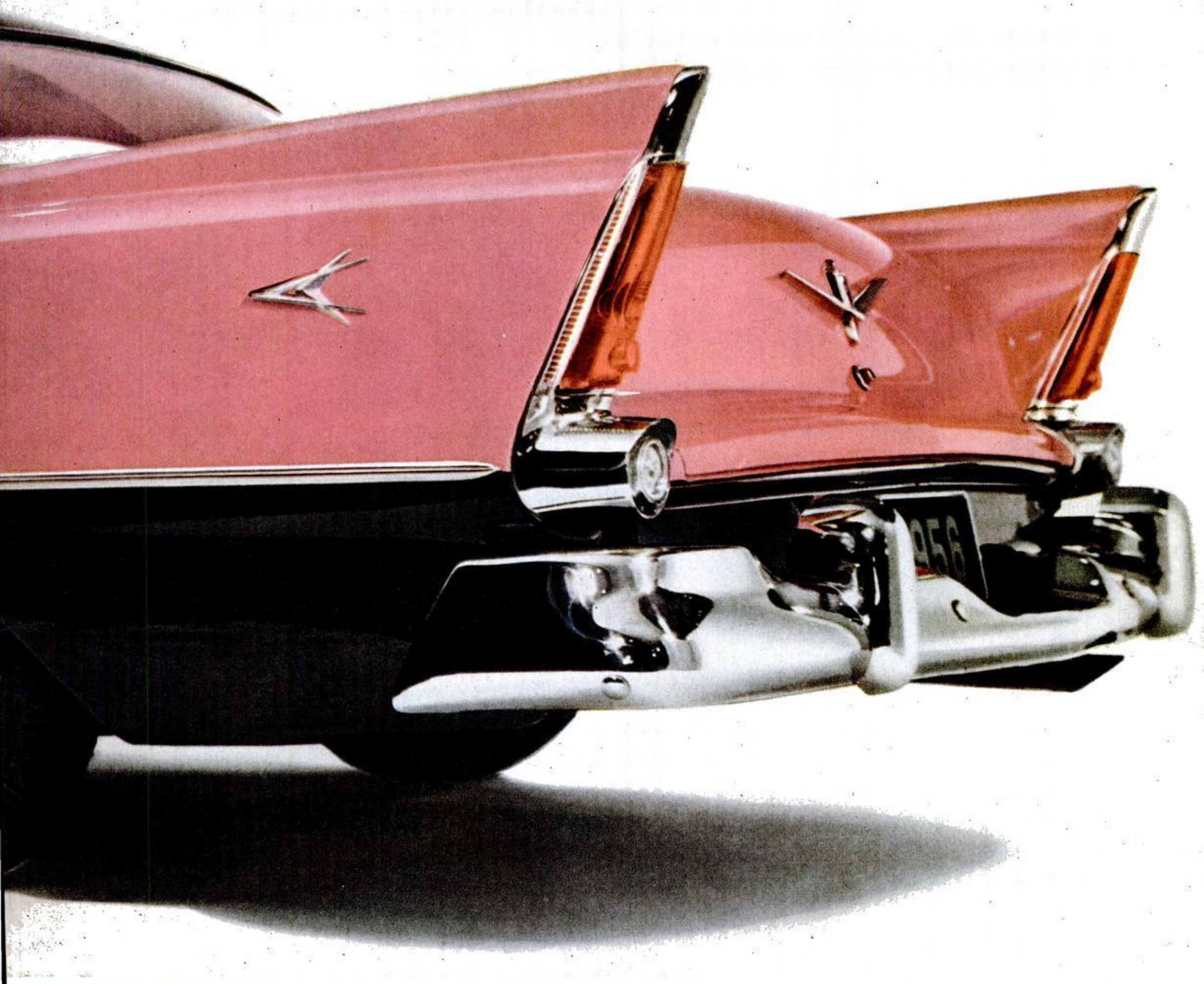
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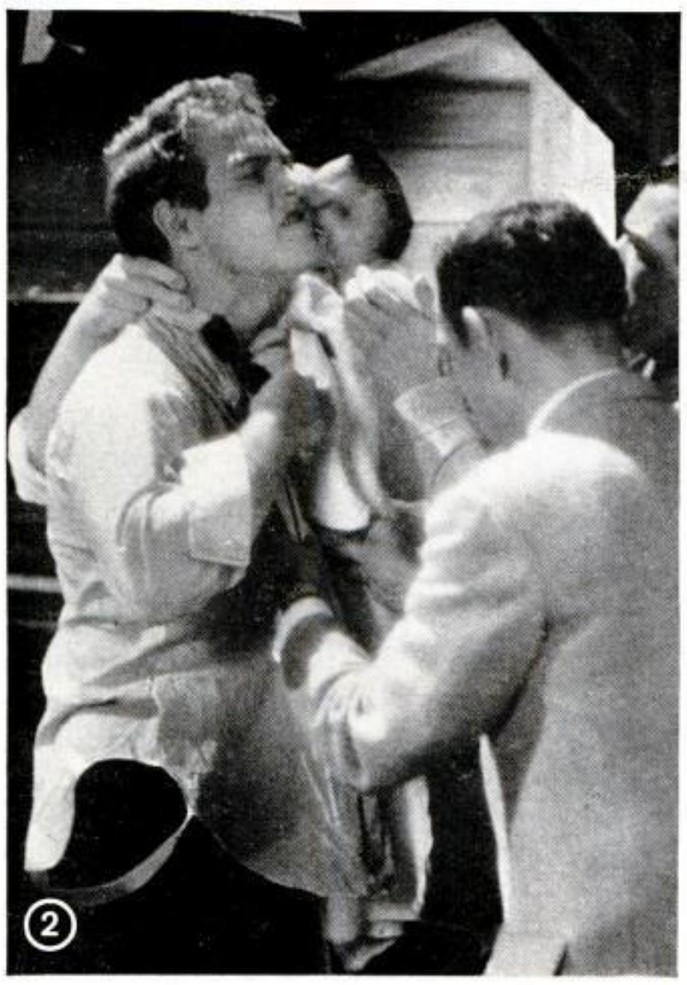
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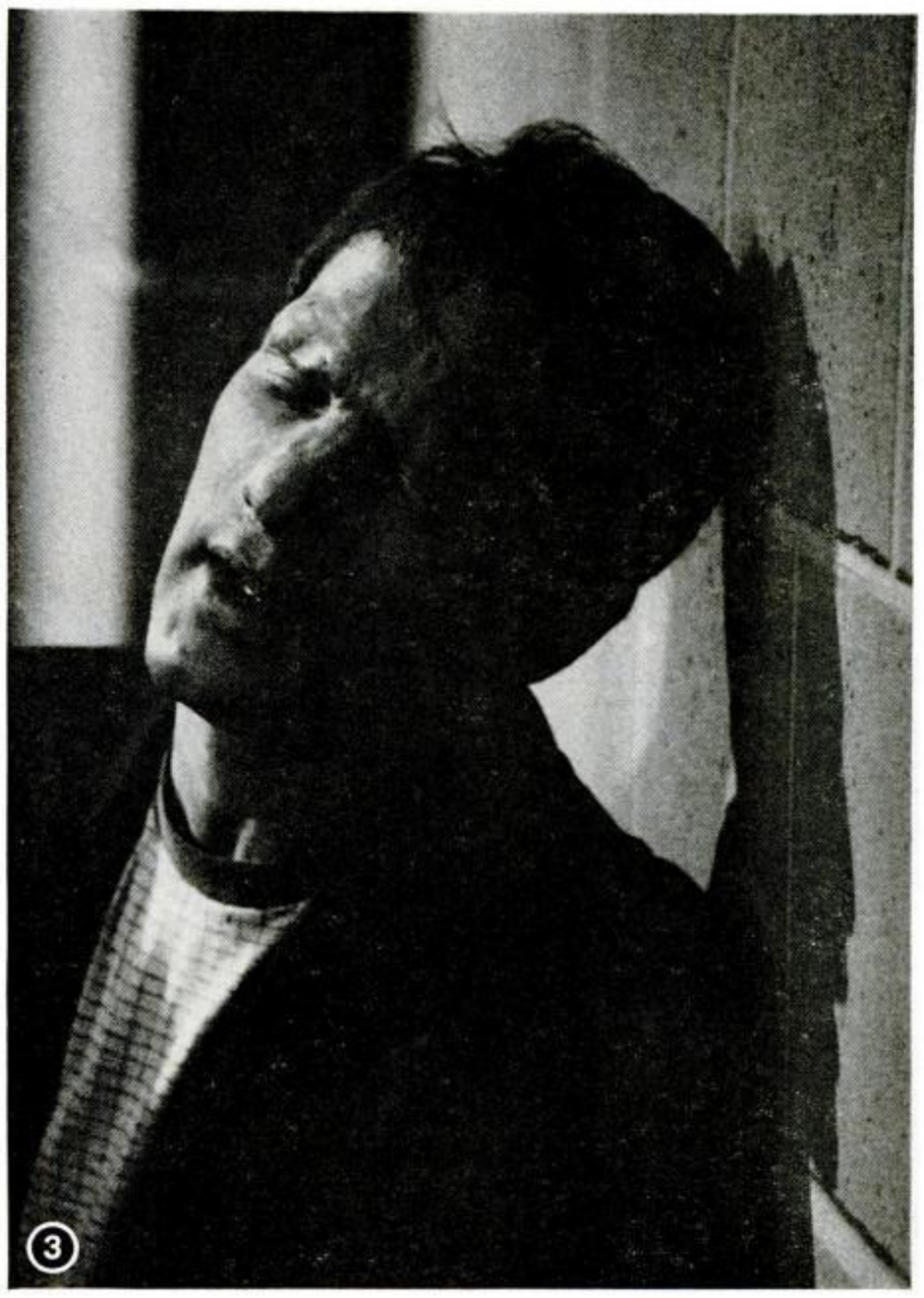
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AN EMBATTLED ACTOR AGES FAST

Paul Newman gains 20 years in one hour

Time rolled in reverse in last week's TV version of a famous Ernest Hemingway short story, *The Battler.* In 10-year leaps the story looked in on the life and times of a 40-year-old punch-drunk panhandler, who a decade earlier was an untameable tough in prison, and who at the age of 20 was a brash and unbeatable champion of the prize ring. An hour-long drama, produced by Fred Coe on NBC-TV's *Playwrights' '56* show, it gave Actor Paul Newman in the adaptation's title role an embattled night with the studio make-up artists.

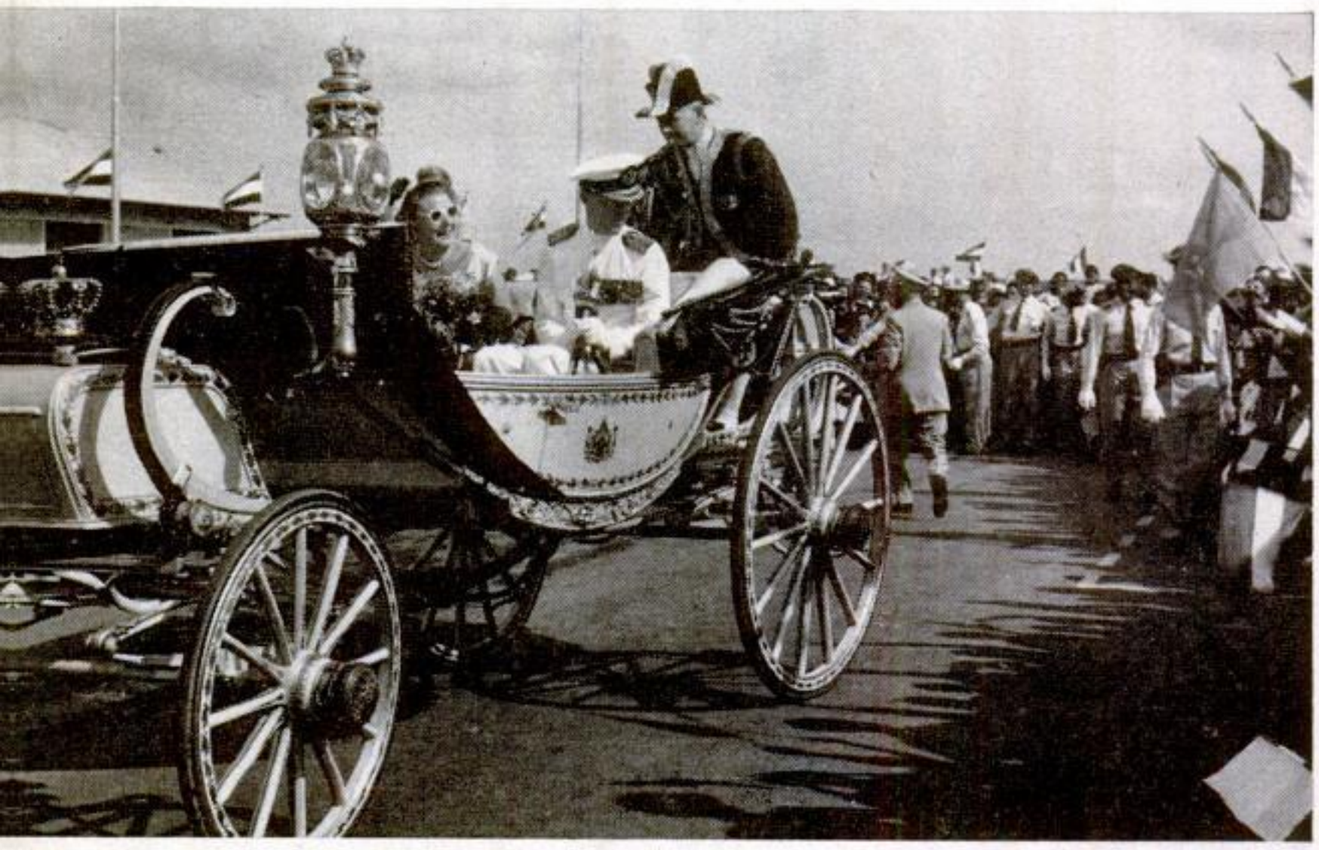
Pictured here, as if the TV show were being played backward, Paul Newman in 1) is without much make-up, a 20-year-old on top of the fight game. In 2), during a 1½-minute break, he is having a 10-year alteration made on his face before he appears in 3) as a problem prisoner. In 4) another 10-year change is applied during the play's commercial to make the battler in 5) a pulp-faced, brainless old bum. Though it was not a very good night for Hemingway, it was a busy and effective night for Newman.

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JUBILANT ISLE FETES JULIANA



WAITING FOR JULIANA, Curaçao schoolchildren line route queen will take between the harbor and Governor's Palace in Willemstad, capital of the island.



THE ROYAL COACH carries queen and husband Prince Bernhard through Willemstad. Coach and eight horses, plus a spare, had been brought from Holland.



ROYAL GOOD TIME is had by Juliana, Bernhard and M. P. Gorsira, lieutenant governor of Curaçao (*right*) at evening sports celebration in the Rif Stadium.



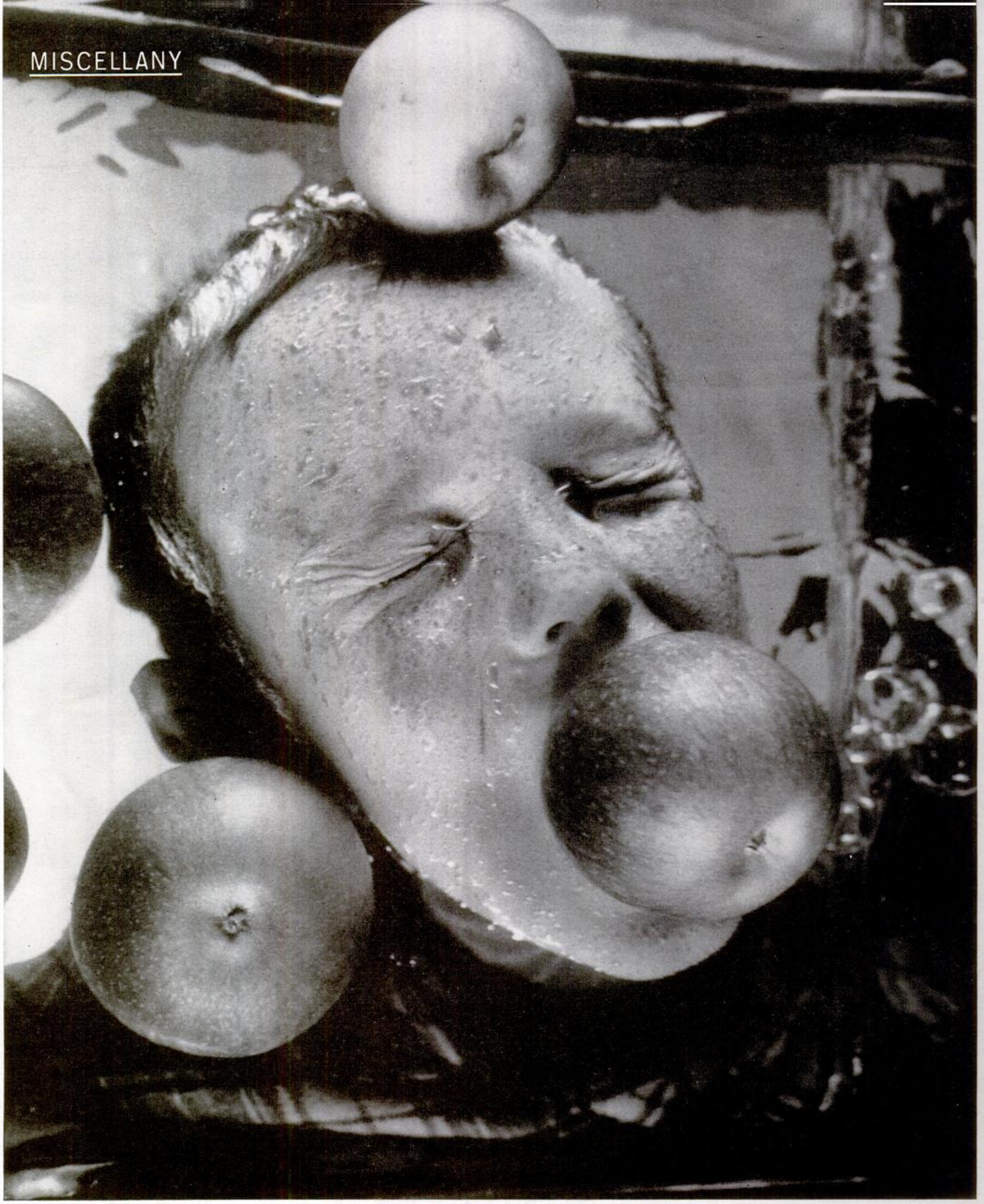
RING-AROUND-A-ROSY is danced by royal couple and children at Governor's Palace. "We want the queen!" the children chanted.

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Its first visit by a Dutch sovereign sent the Dutch-owned Caribbean island of Curaçao, famous for its orange-peel liqueur, into a happy holiday tizzy. As Queen Juliana and Prince Bernhard debarked from a cruiser, most of the island's 114,700 people were on hand to watch them ride by in the 96° heat. They had done their best to get ready for the sovereign, the women wearing conservative dresses since they had heard the queen frowned on low-cut gowns and officials making sure there was modern plumbing in villages on her route. Happy to oblige such obliging subjects, Juliana let schoolchildren lure her into a local version of ring-around-a-rosy (*below*) and emerged smiling at the end of a torrid day.

In her most endearing gesture the queen accepted a $35,000 present from the islanders and promptly turned it over to local charity. Then Juliana and Bernhard went on to their five other Caribbean islands and to Surinam, prepared to give welcomers there just as warm a royal response.





BOBBER'S BIG BITE

Success at apple bobbing requires strong teeth, a generous mouth and an intrepid disregard of cold water. Dick Marks, 11, of Whitefish Bay, Wis. has all these and freckles besides. When his class was canvassed for a boy to take part in a Halloween picture, he was an almost automatic choice. Dick was set on a chair above an aquarium. Then, with the camera set up under the glass bottom, Dick plunged in bravely for the floating fruit. Showing rare skill, he came up with an apple on the third bob, and the photographer came up with this tub's-eye view of an old October custom.

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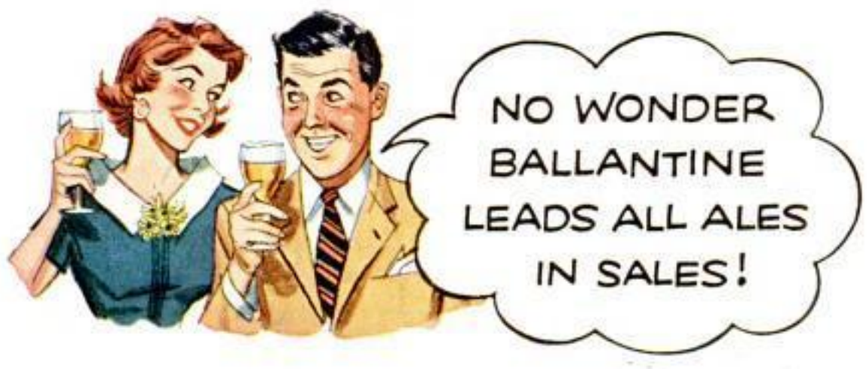
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